

Fall 2021 Course Syllabus

SPEC TOPICS IN HRM

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School of Management and Labor Relations
HRM Special Topics - Social Media (Online)
Fall 2021

Instructor: Ashe Husein M.C.I.S, M.H.R.M.
asheh@rutgers.edu
Office Hours: By appointment
Cell: 732-904-0712 (emergencies only)
E-mail: asheh@rutgers.edu

TA: Alex Juliano
E-mail: anj39@scarletmail.rutgers.edu

TA: Sarah Belenky
E-mail: sarahbelenky@gmail.com

Course Description

The course was designed for those with a strong interest in social media platforms, the consequences of Social Media, and how these tools may be used in Human Resources. Topics covered will include (but not limited to) social networking how/why the business world leverages them, virtual worlds and technologies, skills in designing and implementing social media for Human Resources. We will also examine social media from a cultural perspective with a focus on how media technologies figure in practices of everyday life, Human Resources and in the construction of relationships and identities.

We will work from an expansive definition of what constitutes social media; we will consider numerous social network sites, smartphone apps, and other technologies. The course itself will involve communication in social media channels specifically Facebook, Instagram among other platforms. The overall goal is to introduce you to the various forms of social media and to encourage the facility with these tools. You should be able to understand and utilize social media tools effectively across the human resources function to contribute to their organizations' advantage as well as introduce you to the Social Media Policy structure.

You will gain practical experience while learning best practices around Social Media, developing insights you can carry into your professional career, learn how to use new social tools to augment job search/recruiting/communication and work effectiveness. You are

encouraged to discover the materials in your own way and at your own speed while getting feedback and guidance.

Expectations and Goals

This schedule represents a good faith effort to describe our strategic plan for the course. I may alter the order or content of topics, activities, and assignments as necessary or appropriate—given the nature of social media, I expect changes to happen quite often. **It is the student's responsibility to keep track of what goes on in class as well as all readings and deadlines.** Please do not ask me to email you content you may have missed (this all should be available to you on Canvas). I'm happy to meet by appointment in person or over the phone to discuss any of the material or assignments.

Course-Specific Learning Goals:

1. Understand the culture of professional social engagement and socially enabled organizations and professions.
2. Learn digital literacy and social media etiquette and social media engagement with a variety of social media platforms and tools
3. Gain insight through hands-on technical experience with professional social sharing, listening, monitoring, and analytics using digital tools.
4. Evaluate HR social media strategy and integration from across multiple departments and industries.

Required Learning Materials:

There will be no textbooks used this semester, instead, you will be required to read articles that will be made available to you through this course. Case studies, readings, videos, and other course content will be delivered using numerous Digital and Social Media platforms and tools. You will be accessing most of the course content through Social Media and Digital platforms and tools and will be learning how to use them professionally. Social Media including, blogs, LinkedIn, Twitter, Google, Facebook, Instagram, Pinterest, and others.

Expectations:

People learn by doing. You will gain hands-on experience with new/current digital tools and social media platforms to understand and evaluate best practices and strategies being used by professionals. I think we all learn better in an open and informal classroom atmosphere. You are encouraged to share information and personal experiences and ask questions in the Weekly Discussion Group on Canvas. The most effective learning takes place during two-way communication. Participation is mandatory (and is 20% of your grade) your grade will reflect your contributions. Social Media participation is mandatory (you do not need to use your personal accounts, but you do need to have them).

Grading:

Anyone violating the Rutgers Academic Integrity Policy. (Links to an external site.) will be subject to disciplinary action. This includes sharing quiz answers, **plagiarizing assignments**, etc.

If you receive a Turnitin score of over 10% you will be investigated for plagiarism.

Definition of plagiarizing:

: to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source

: to commit literary theft: present as new and original an idea or product derived from an existing source

You will need to keep up with the readings.

You will have 1 week to complete assignments when they open unless otherwise stated.

A minimum of (3 pages, double spaced, 12 Times New Roman Font) is required for all assignments EXCEPT 1.

Late Work

Assignments which are over 24 hours late will not be accepted, nor made up without my prior approval. **Please do NOT email me late work**, if you must email it to me it is late. (Valid excuses for being late do not include work schedule, traveling or forgetting). Do not wait until the night due is to turn in your assignment if you have a technical issue its

If you have any other problem, you can email me (asheh@rutgers.edu)

Assignments:

ALL ASSIGNMENTS NEED TO BE SUBMITTED ON CANVAS (No email, No submission means no grade)

Letter Grade	Numeric Grade	Arithmetic Equivalent	Definition
A	90 – 100	4.0	Outstanding
B+	85-89	3.5	Almost there
B	80-84	3.0	Good
C+	75-79	2.5	Better
C	70-74	2.0	Satisfactory
D	60-69	1.0	Poor
F	< 59	0	Failing

Course Summary:

Date	Details	Due
Sun Sep 12, 2021	Assignment Academic Integrity Contract Form	due by 11:59pm
	Assignment Read "First things first" .	due by 11:59pm
Sun Sep 19, 2021	Assignment Elevator Pitch	due by 11:59pm
	Assignment Introductions (.please submit to the thread)	due by 11:59pm
Sun Sep 26, 2021	Assignment Do you know you are being tracked ?	due by 11:59pm
Sun Oct 3, 2021	Assignment Leveraging Social Media	due by 11:59pm
Sun Oct 10, 2021	Assignment Fake News	due by 11:59pm
Sun Oct 17, 2021	Assignment I used to be a human being	due by 11:59pm
Sun Oct 24, 2021	Assignment Activism in the Social Media Age	due by 11:59pm
Sun Nov 7, 2021	Assignment Social Media and HR Part 1	due by 11:59pm
Sun Nov 14, 2021	Assignment Midterm	due by 11:59pm
Sun Nov 21, 2021	Assignment How a handful of tech companies control billions of minds every day	due by 11:59pm
Fri Nov 26, 2021	Assignment Extra Credit Nov 2021	due by 11:59pm
Sun Dec 5, 2021	Assignment Social Media and HR Part 2	due by 11:59pm
Sun Dec 12, 2021	Assignment Writing Assignment	due by 11:59pm
Fri Dec 17, 2021	Assignment Final Submission	due by 11:59pm