

## Syllabus for 2023FA - SPEC TOPIC HRM 37:533:323:90/91

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 [rutgers.instructure.com/courses/251967/assignments/syllabus](https://rutgers.instructure.com/courses/251967/assignments/syllabus)

Special Topics in Human Resource Management: Social Media  
Rutgers University–Fall 2023  
37:533:323:90/91

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Office Hours: By appointment

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<b>Assessment</b>	<b>% of Grade</b>
First Things First	1
Elevator Pitch	10
Social Engineering through Social Media	10
Your Data	6
SM and Recruitment	6
Human Resources 1	10
Midterm	15
Social Media and HR	6
Social Media Manipulation	6
Choice	5
DEI and Social Media	5
Final	20

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***Please take a moment to review the following link. It provides you with access to information on how to receive extra support for (a) victim and mental health services, (b) academics, and (c) financial help (mainly emergencies). I encourage you to click the link and***

<https://smlr.rutgers.edu/academic-programs/current-students>

**REQUIRED TEXT:**

There are no textbooks required for this course. You will be required to read articles available to you through Canvas.

**COURSE DESCRIPTION:**

Social media has transformed our lives in ways we never imagined. This course is designed for individuals with a keen interest in social media, its consequences, and how it can be leveraged in the human resources field. The course will cover topics such as social networking, why and how the business world uses it, sharing corporate culture on social media and technologies, and skills for designing and implementing social media for HR. We will examine social media from a cultural perspective, focusing on how media technologies are integrated into everyday practices, human resources, and the formation of relationships and identities.

**COURSE OVERVIEW:**

We will define Social Media broadly, considering various social network platforms, smartphone apps, and other technologies. The main aim is to familiarize you with different social media platforms and encourage you to become proficient with these tools. By doing so, you will be able to effectively use social media tools in the human resources function to benefit your organization. We will summarize the Social Media Policy structure.

Throughout the course, you will gain practical experience and learn best practices related to Social Media. You will also develop insights you can apply in your future professional career and learn how to use new social tools to enhance job search, recruiting, communication, and overall work effectiveness. You will have access to the course materials and receive prompt feedback and guidance.

**COURSE OBJECTIVES:**

- 1.) Understand the culture of professional social engagement and socially enabled organizations and professions.
- 2.) Learn digital literacy, social media etiquette, and social media engagement with a variety of social media platforms and tools.
- 4.) Gain insight through hands-on technical experience with professional social sharing,

listening, monitoring, and analytics using digital tools.

5.) Evaluate HR social media strategy and integration across multiple departments and industries.

### **COURSE EXPECTATIONS:**

People learn by doing. You will gain hands-on experience with new/current digital tools and social media platforms to understand and evaluate professionals' best practices and strategies. We all learn better in an open and informal classroom atmosphere.

### **COURSE DELIVERABLES**

**Assignments:** You will read a selected article discussing a specific social media aspect every week.

*Most papers should be 2 pages long and should be double-spaced with 12-point Times New Roman font. (Please check the individual assignment for page length requirement)*

*Please only include your name on the left-hand side of the paper. **(Projects will have different requirements)***

**Project:** There are three projects in this course. The first will be the INTRODUCTION, followed by the MIDTERM PROJECT, and finally, the FINAL PROJECT.

### **COURSE GRADING:**

Students who violate Rutgers Academic Integrity Policy will face disciplinary action, including sharing quiz answers and plagiarizing assignments. Turnitin score >10% triggers investigation 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*

### **LATE WORK**

It is important to submit your assignments on time, as any submission that is after the due date will be penalized by 10% per day. The Canvas platform automatically applies this penalty for up to 48 hours after the due date. However, any late submissions beyond this 48-hour (10% each 24-hour period) grace period will NOT be accepted.

In case you have a valid excuse for being late (excluding work schedule, traveling, or forgetting), you can reach out to the instructor and only the instructor. Please do NOT email late work.

It is highly advisable that you do not wait until the last minute to submit your assignment. If you encounter any technical or other issues, I recommend that you do not wait until the due date to seek help.

<b>Grade</b>	<b>Numeric Grade</b>
A	90 - 100
B+	85 - 89
B	80 - 85
C+	75 - 79
C	70 - 75
D	60 - 69
F	< - 59