Department of Communication
Subject Syllabus

Course Code : IKB05

Course Title : Information and Communication Technology (ICT) : IoT, AI, AR

Course Specification : For students in Communication and Business Faculty

Course Description : Discussing ICT-based application programs, which started with the development of IoT, AI, AR, and the Industrial Revolution, designing Business Start-Ups from making proposals to budgeting and presentation design. Introducing Digital Marketing, using Google Apps where students can analyze social media and make online analyses and surveys, ultimately integrating it in the form of a website to support online-oriented activities.

Course Objectives :
Students are expected to achieve the following:

1. Understand Microsoft Office, Google, Canva, and Analysis applications
2. Facilitate students in scientific writing, online business, and data processing
3. Enable students to analyze Social Media and websites
4. Increase students' confidence in designing and creating work online

Course Method : This lecture consists of explanations and exercises in the form of practice and assignments in the form of softcopy. Each student is expected to regularly attend class and participate in class. At the end of the material, it is hoped that you will be able to create an online project assignment.

Learning Outcome (Competence):

- Knowledge : Can understand developments in the world of information technology and basic digital marketing concepts, apply them through social media marketing, and integrate them into websites.
- Skill : Can apply Microsoft Office, Google apps, Canva and online analysis applications.
- Attitude : Increase students' confidence in designing and creating work online.

Course Content :

Week	Topic
1	Introduction to Information Communication Technology
2	History and Development of AI
3	Computer Device System
4	Ethics and Law of Information Technology
5	Microsoft Word part 1
6	Microsoft Word part 2
7	Review
Mid Examination	
9	Introduction and Use of ChatGPT in Education
10	Utilization of Research Rabbit
11	Paper Digest
12	Mendeley
13	Utilization of AI
14	Google Form
15	Plagiarism Checker
Final Examination	

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Assignments & Reports/Presentations	30%
Attendance	10%
TOTAL	**100%**

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Introduction to Information Communication Technology**	1. Explanations of topics/ syllabus material 2. Basic knowledge of information communication technology	Lecturer's presentation, Discussion, Question & Answer
II	**History and Development of AI**	1. IoT, AI, AR 2. Industrial Revolution 1.0 to 4.0.	Lecturer's presentation, Discussion, Question & Answer
III	**Computer Device System**	Understanding of information technology devices	Lecturer's presentation, Discussion, Question & Answer
IV	**Ethics and Law of Information Technology**	Understanding of ethics and law in utilizing Information Communication Technology.	Lecturer's presentation, Discussion, Question & Answer
V	**Microsoft Word part 1**	Interface: paragraph, Identasi, Page Number, Table of Content, and etc.	Lecturer's presentation, Discussion, Practice in Computer Lab
VI	**Microsoft Word part 2**	Format for writing scientific papers	Lecturer's presentation, Discussion, Practice in Computer Lab
VII	**Review**	Material from week 1-6	Lecturer's presentation, Discussion, Practice in Computer Lab
Mid Exam			
IX	**Introduction and Use of ChatGPT in Education**	Understand the role of Artificial Intelligence in creating scientific works	Lecturer's presentation, Discussion, Practice in Computer Lab
X	**Utilization of Research Rabbit**	Understand the role of Artificial Intelligence in creating scientific works	Lecturer's presentation, Discussion,

			Practice in Computer Lab
XI	**Paper Digest**	Literature Summary	Lecturer's presentation, Discussion, Practice in Computer Lab
XII	**Mendeley**	Understand the use of Mendeley in creating scientific writing formats	Lecturer's presentation, Discussion, Practice in Computer Lab
XIII	**Utilization of AI**	Utilizing AI in creating scientific writing formats	Lecturer's presentation, Discussion, Practice in Computer Lab
XIV	**Google Form**	How to create questions in research using Google Forms	Lecturer's presentation, Discussion, Practice in Computer Lab
XV	**Plagiarism Checker**	Utilizing AI to check plagiarism in scientific paper	Lecturer's presentation, Discussion, Practice in Computer Lab
Final Exam			

References :

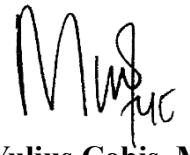
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5. Media pembelajaran digital - Hamdan Husein Batubara, M.Pd.I
6. Belajar social media. Marketing - Elex Media Computindo.

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