



**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 : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

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
	History and Development of AI
2	Computer Device System
	Ethics and Law of Information Technology
3	Microsoft Word part 1
	Microsoft Word part 2
4	Review
	Introduction and Use of Chat GPT in Education
5	Utilization of Research Rabbit
	Paper Digest
6	Mendeley
	Utilization of AI
7	Google Form
	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	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Information Communication Technology	1. Explanations of topics/ syllabus material 2. Basic knowledge of information communication technology	Lecturer's presentation, Discussion, Question & Answer
	History and Development of AI	1. IoT, AI, AR 2. Industrial Revolution 1.0 to 4.0.	Lecturer's presentation, Discussion, Question & Answer
2	Computer Device System	Understanding of information technology devices	Lecturer's presentation, Discussion, Question & Answer
	Ethics and Law of Information Technology	Understanding of ethics and law in utilizing Information Communication Technology.	Lecturer's presentation, Discussion, Question & Answer
3	Microsoft Word part 1	Interface: paragraph, Identasi, Page Number, Table of Content, and etc.	Lecturer's presentation, Discussion, Practice in Computer Lab
	Microsoft Word part 2	Format for writing scientific papers	Lecturer's presentation, Discussion, Practice in Computer Lab
4	Review	Material from week 1-3	Lecturer's presentation, Discussion, Practice in Computer Lab
	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
5	Utilization of Research Rabbit	Understand the role of Artificial Intelligence in creating scientific works	Lecturer's presentation, Discussion, Practice in Computer Lab
	Paper Digest	Literature Summary	Lecturer's presentation, Discussion, Practice in Computer Lab
6	Mendeley	Understand the use of Mendeley in creating scientific writing formats	Lecturer's presentation, Discussion, Practice in Computer Lab
	Utilization of AI	Utilizing AI in creating scientific writing formats	Lecturer's presentation, Discussion, Practice in Computer Lab
7	Google Form	How to create questions in research using Google Forms	Lecturer's presentation, Discussion,

			Practice in Computer Lab
	Plagiarism Checker	Utilizing AI to check plagiarism in scientific paper	Lecturer's presentation, Discussion, Practice in Computer Lab
Final Exam			

References :

1. R.Kelly Rainer JR, Brad Prince (2020). Introduction to Information Systems. United States: John Wiley & Sons, Inc.
2. Mc Fadyen Tom (2021), Marketplace best practices : Transforming commerce in the platform economy. Independently published.
3. Davis, Guy Hart (2021). Teach yourself visually google workspace (teach yourself visually).
4. Raji, lateefah (2021). Design with canva : A complete guide on how to use canva. Independently published.
5. Media pembelajaran digital - Hamdan Husein Batubara, M.Pd.I
6. Belajar social media. Marketing - Elex Media Computindo.

Prepared by:

Checked by :



Bramedia Ridho Satria, M.I.Kom

Dr. Dendy Muris, M.Si
Head of Communication Science E-Learning
Study Programme

Reviewed by :

Approved by :



Mikhael Yulius Cobis, M.Si, M.M.
Dean of Communication Faculty



Dr. Janette Maria Pinariva
Vice Rector I