



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY-BUSIA
LEARNING CENTER**

COURSE UNIT: SCS 2124:I.T AND SOCIETY

COURSE INSTRUCTOR: Mr. CHARLES OMOGA

PEDAGOGICAL APPROACH

A mixture of class discussions, lectures, tutorials, and group presentations will be used. It is expected that each candidate will actively participate in discussions, hand in assignments in time, and promptly attend to other requirements of the course.

Course evaluation

The course shall be evaluated through several methods as follows;

Assignments CATS----30%

Final Exam -----70%

Total -----100%

Course outline :

Week. Content.

1. Introduction to computers
2. Computer classifications and components
3. Computer hardware and software
4. Main computer applications in public health
5. The role of mass media in health communications
6. CAT1
7. Evaluating health promotion and communication materials and programs
8. Health communication content, audience, channel, reach, frequency
9. Producing health communication and promotional materials analyzing the situation
10. CAT 2
11. Investigating internet based applications in public health

REFERENCES:

- ❖ O'Brien, J (1999). *Management Information Systems – Managing Information Technology in the Internetworked Enterprise*. Boston: Irwin McGraw-Hill. ISBN 0-07-112373-3.
- ❖ Lucey, Terry (2005). *Management Information Systems*. London: Thomson. p. 336. ISBN 978-1-84480-126-8.
- ❖ Laudon, Kenneth C.; Laudon, Jane P. (2009). *Management Information Systems: Managing the Digital Firm* (11 ed.). Prentice Hall/CourseSmart. p. 164.
- ❖ Edgar, Timothy; James N. Hyde (November 2004). "An Alumni-Based Evaluation of Graduate Training in Health Communication: Results of a Survey on Careers, Salaries, Competencies, and Emerging Trends". *Journal of Health Communication*: 5–25.
- ❖ Beato, Ricardo R.; Jana Telfer (July–August 2010). "Communication as an Essential Component of Environmental Health Science". *Journal of Environmental Health* 73 (1): 24–25.