

COURSE OUTLINE		
<b>TERM:</b> Fall 2018	<b>COURSE NO:</b> CMNS 100	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Basic Business Writing and Editing	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Acknowledging with gratitude the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

#### **COURSE PREREQUISITES/CO-REQUISITES**

None

#### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

#### **CALENDAR DESCRIPTION**

CMNS 100 is designed to equip students with the skills to

- write clear, well-organized correspondence and work-place documents for ongoing professional development and academic success in applied courses;
- explore effective writing styles, strengthen clarity and build confidence in their written communication;
- enhance their ability to read their own written work critically and edit it to a standard appropriate for a professional workplace;
- create and organize an ePortfolio for a positive on-line presence and for networking and future career-building;
- devise, polish and deliver effective short presentations appropriate for work-place peers and managers.

#### **REQUIRED TEXTS AND/OR RESOURCES**

Luchuk, D. (2016). *Successful Business Communication: Bridging the Gap*. Don Mills, ON: Oxford University Press Canada.

**COURSE STUDENT LEARNING OUTCOMES:**

**Upon successful completion of the course, students will be able to the following:**

- write short business documents and correspondence;
- create an effective career portfolio related to an area of practice, career objective, or interest;
- write a persuasive proposal related to relevant communication and workplace practice;
- deliver effective and organized oral presentations to the class;
- display competence in standard English usage including grammar, punctuation and diction.

<b>DATE</b>	<b>TOPICS, ACTIVITIES, READINGS and SOURCES</b>
Week 1	Course Introduction and Communication Basics Overview.
Week 2	Writing in a professional and academic context; focus on: parts of speech and punctuation. Editing quiz to establish student's "baseline".
Week 3	Writing information-seeking documents.
Week 4	Career Portfolio Assignment presented; focus on: building clear, strong sentences.
Week 5	Prose for the Digital Workplace: developing a professional presence on-line.
Week 6	A-level resumes, prospecting, cover and follow-up letters showcased; Linked In Profile Strategies and Online Etiquette.
Week 7	Mid-term quiz: Basic editing.
Week 8	'Bad New' and Adjustment Documents.
Week 9	Designing and outlining a short proposal; Persuasive strategies in proposal writing: Refining the components of an effective proposal.
Week 10	Topic Memo to the class that overviews pending proposal.
Week 11	Proposal Workshop; samples screened and discussed.
Week 12	Presentation of Proposal to class.
Week 13	CMNS 100 Course Review and Final Exam Preparation.
Week 14	Final Exam period.
Week 15	Final Exam period.

**EVALUATION PROFILE:**

Quizzes (4)	35%	Presentation	5%
Correspondence	15%	Final Exam	15%
Career ePortfolio	10%	Professionalism	5%
Proposal	15%	<b>Total</b>	<b>100%</b>

## ASSIGNMENTS

- **Three short document/correspondence assignments** introduce and establish core business communication strategies along with the effective persuasive and stylistic conventions;
- **Documenting Sources** (typically using APA) for all relevant assignments is consistently and repeatedly reinforced throughout the course;
- **Quizzes** focus on punctuation, grammar, clear style, formatting and basic principles of persuasion as applied to workplace documents and correspondence;
- **Proposal** reinforces thoughtful topic selection, topic refinement in terms of ‘scope and scale’ (manageability), effective interviewing strategy and survey design, and proficiency in researching secondary sources;
- **Career ePortfolio** will contain a Prospecting Letter, a Cover Letter, a Follow-up Letter and a Résumé, all in proper format and ready for staging on the university ePortfolio website;
- **Oral Presentations of Proposal Memos and Career ePortfolio** provide safe, mediated evaluation forums for conceptualizing, assessing, shaping, and strategizing for an effective and persuasive result.
- **Professionalism** criteria include punctuality, participation, regular attendance, peer support and feedback, and overall professionalism, which is defined as demonstrating professional behaviour and attitude toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

## GRADING PROFILE

A+	90-100%	B+	77-79	C+	67-69	D	50-59
A	85-89	B	73-76	C	63-66	F	Below 50%
A-	80-84	B-	70-72	C-	60-62		

### Incomplete Grades

Grades of Incomplete “I” will not be assigned in this course.

**Late Assignments:** Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

**Missed Exams/Quizzes:** Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

**Attendance:** Students are expected to attend all classes and associated activities.

**English Usage:** Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices:** Students may use electronic devices during class for note-taking only.

**On-line Communication:** Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

## UNIVERSITY OPERATIONAL DETAILS

### Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

**Capilano University Security: download the CapU Mobile Safety App**

### Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)** Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information:  
<http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

**SCHOOL OF COMMUNICATION POLICIES:****Examination and Pivotal Presentation Exemption Policy**

All students are required to appear and write their scheduled Mid-Term and Final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

**“Medical Exemption” will be considered, if:**

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, **a student falls ill or is injured.**

**“Falling ill”** is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student’s ability to function, physically or cogitatively, during the ten days prior to the examination or presentation date.

**“Injury”**, for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

**“Catastrophic Personal Loss Exemption” will be considered, if:**

Events occur in the student’s life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an *immediate* family member\*. (Defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member *does not include* general acquaintances.

Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury.

In *all* of the above scenarios, a physician’s letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for *must* be presented by the instructor to the Chair of the School of Communication for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely “under consideration” until approved or rejected by the Chair. Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic “0” grade for that exam or assignment. This “0” grade may not be appealed or contested, and will not be changed.

**Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.

**Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Professional Behaviour:**

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the School of Communication. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.

**Clarification/expansion of departmental or faculty level policies is at the discretion of the instructor.**