Department of Communications  
CMNS 112 for BUAD Students

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Course Description

In CMNS 112, students learn basic writing techniques and develop editorial skills as these apply to business writing. Elements of style, awareness of audience, and clarity of purpose will be stressed as integral parts of effective writing and speaking. Thus, the course stresses planning, drafting, and revision as necessary steps in producing high quality documents. Students will also learn how to read, analyze, and document business-related materials.

Assignments include a memo, business letters (including a resume and job application letter), a short report, a writing package and an oral presentation. Students are expected to produce professional quality assignments, and to take a professional approach in their oral presentations.

Course Equivalency

This course is equivalent to English 120 for transfer credit.

Texts/Materials

All materials are posted on the web site I created for this course and/or students will be responsible for researching and presenting material for the class.

Objectives

At the end of this course, students should be able to:

• identify and apply non-verbal elements of communication  
• work effectively as part of a group  
• read analytically and distinguish between what is stated directly and what is inferred  
• identify main ideas and details in written and oral contexts  
• apply elements of the writing process to improve content, style and mechanics  
• write summaries, letters, memos, e-mail messages, and short reports which are coherent, thorough, mechanically sound, and appropriate to a given situation and audience  
• design attractive letter, memo, and e-mail formats that enhance communication  
• design a thorough and attractive job search portfolio  
• speak more confidently and deliver an interesting oral presentation  
• apply new skills and knowledge across all courses

Instruction Methods

Classes combine lectures, group discussions, presentations, and computer lab time. Also, each student has several opportunities to develop and practice speaking skills. Students are responsible for downloading course material, class lecture material, and other documents or multimedia placed on line.

Course Content

Students will be expected to demonstrate the core competencies related to the following areas:

• communication principles and how to analyze interpersonal communications  
• nonverbal communication  
• critical reading and writing  
• the writing process: analyzing audience and purpose, planning and organizing, drafting, editing and revising, proofreading  
• characteristics of effective business communications  
• workplace formats and graphic elements (letters and memos)  
• introduction to reporting
• job search: the process and specific skills
• introduction to public speaking skills

Course Evaluation

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<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Document</td>
<td>10%</td>
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<tr>
<td>Resume</td>
<td>10%</td>
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<tr>
<td>Midterm exam</td>
<td>40%</td>
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<tr>
<td>Oral Presentation</td>
<td>10%</td>
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<tr>
<td>Short Report</td>
<td>20%</td>
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<tr>
<td>Professional Participation</td>
<td>10%</td>
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Professional Participation
Demonstrate leadership ability in the classroom. Develop a good working relationship with the instructor and all other students. Make an overall **positive impact** on the tone and discussions of class.

Keep in mind that **quality** is preferred to quantity, so only comments, questions and discussions that directly relate to an improved understanding of the topic at hand qualify for participation marks.

**Bottom line:** Positive, productive relationships with your instructor and classmates impact your participation mark; whereas, flaming others, dominating group or in-class discussions and failing to make a positive connection with your instructor and/or classmates detract from your participation mark and may even result in your dismissal from class.

Attendance
Please attend all classes. OC has strict policies on class attendance, so please refer to your OC calendar on the consequences of poor attendance.

Evaluation and Assessment
Each assignment states assignment expectations and detailed evaluation criteria, which vary according to each assignment’s purpose, content, and communication medium. The evaluation criteria will be provided in advance of a given assignment’s submission date. Marks will be deducted for mechanical errors in spelling, grammar, punctuation, sentence structure, and documentation.

**All assignments must:**

1. Be submitted within the first 5 minutes of the class it’s due. Penalties for late assignments are as follows:

   - -2 marks if handed in during class but after 5-minute grace period.
   - -3 marks if handed in after class but the same day the assignment is due
   - -5 marks if handed in one day after the assignment is due
   - -7 marks if handed in two days after the assignment is due
   - -10 marks if handed in three days after the assignment is due
   - If an assignment is late by more than three days, it will get an automatic 0

   **Note:** All late assignments must be handed in to the Arts office in H building, so a date stamp can indicate time and date of submission. Assignments submitted directly to my office will be handed in to the office for date stamping and late penalties will be assessed from the time and date of the official date stamp.

2. All written assignments **must** be type written on 8.5 x 11 inch, white paper and **must include a cover page that states title of assignment, course number, section number, student’s name, date of assignment and instructor’s name.** All assignments **must** adhere to spacing and formatting conventions of that specific document type. All assignments **must** be typed in a black-coloured, Sans Serif, font and be 12 points in size. See the example below.

   e.g. Your font should look like this example (this example is in Arial)

3. Have minimum 1/2-inch margins
4. Must be properly stapled in the upper left-hand corner.

Failure to follow these basic requirements will result in -0.5 grade deductions per error.

**Assignment Evaluation:**

Each assignment will be assessed according to specific criteria for that unique document or activity. All written assignments will be assessed for Standard Written English, i.e. spelling and sentence mechanics and marks will be deducted for errors in these areas.

**Re: Plagiarism** - see the *most recent College Calendar* because plagiarism is an extremely serious academic offence.

**Caution: all assignments must be completed.** Failure to do so will mean a “DNC/F” for the course. Late assignments will be penalized as outlined above unless prior written arrangements have been made with the instructor at least 48 hours in advance of the assignment due date, or a documented reason, e.g. doctor’s note or note from an employer, is submitted with the late assignment NO LATER THAN 5 WORKING DAYS FROM THE ASSIGNED DUE DATE. Computer problems are not considered as a valid justification for late or non-existent assignments. Daily attendance is a course requirement. The requirements for a passing grade include completion of all assigned writing, corrections, revisions, and exercises; competence in written Standard English; constructive class participation; and professional conduct.

**Office Hours**

As I do not use email for assignment questions or classroom management discussions, please feel free to drop by my office or call me during my posted office hours. Please keep in mind that I give priority to face-to-face discussions with students.