

COURSE OUTLINE		
<b>TERM: Fall 2020</b>	<b>COURSE NO: CMNS 405</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: Advanced Communication for International Learners</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL: @capilanou.ca</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3.0</b>
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

### **COURSE FORMAT**

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

### **COURSE PREREQUISITES**

CMNS 305

### **CALENDAR DESCRIPTION**

Following on the learning objectives activated in CMNS 305, this course applies further intercultural teaching strategy to encourage students to advance confidently towards overall fineness in business communication. As students devise, apply and upgrade their written and verbal communication, they journalize their progress in a digital portfolio that platforms their achievement and aids in their pursuit of management roles in international business.

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

TBA

### **COURSE STUDENT LEARNING OUTCOMES**

**On successful completion of this course, students will be able to do the following:**

- Recognize and implement the qualities associated with effective business writing, particularly the hallmarks of "Plain English" and its "4Cs": conciseness, coherence, clarity, and correctness *by planning, outlining and revising a variety of business documents;*
- Identify and evaluate diverse communication goals for different audiences (especially international audiences) and make effective choices about the tone, style, and form the communication should take *by recognizing and discussing how to tailor communication to specific audiences;*

- Select and strategically utilize traditional and new communication media *by learning about the applications and preferred usages of those media*;
- Plan, create, and complete a variety of business documents—including, for example, memos, letters, emails, blog posts, proposals, and reports—using appropriate headings, layout, and typography *by applying rules of document purpose and design*;
- Conduct research using a broad range of sources by applying secondary and primary methods of research such as utilizing databases, open sources, practicing key word searches, and conducting interviews;
- Synthesize and evaluate the quality of collected information by critically analyzing the value, credibility, and applicability of sources;
- Collaborate productively with others by completing writing and editing tasks.

### COURSE CONTENT

Week 1	A. CMNS 405 Survival Guide; <b>“Quiz of Welcome”</b> ; B. Intercultural communication (ICC) skills; introduce <b>e-Portfolio</b> (course’s culminating assignment).
Week 2	A. Writing in a professional and academic context; focus on: parts of speech and punctuation. B. <b>Informal Proposal (5%)</b> : Internal Memo re workplace improvement; “Conducting Research for a Document”.
Week 3	A. Organic online brainstorming & computerized outlining; B. “Planning a Document” Understanding the Workplace Writing Ethos.
Week 4	A. <b>Report Assignment (15%)</b> Overview: A Researched Business Report: deliver a solution to management team decision makers re “innovation, efficiency, re-branding or accessing a previously untapped client demographic”. B. <b>Colleague presentation on report topic (5%)</b> prior to ‘greenlighting’ your proposed topic.
Week 5	A. Prose for the Digital Workplace: developing a professional presence on-line. B. <b>Tech Diagnostic Level II Challenge (5%)</b> : advanced “pro-docs” editing concerns.
Week 6	A. Advanced Research Strategies session. B. Citations in business documents; the Last Word: appendices and end matter.
Week 7	A. Understanding the culture of on-line ratings; B. “Defending the Realm” strategies for other-than-excellent social media reviews.
Week 8	A. What makes a successful intercultural webinar? B. Embracing and motivating diverse audiences; webinar production values workshop.
Week 9	A. <b>Webinar presentation (20%)</b> showcase. B. Webinar debrief and feedback review; what we learned.
Week 10	A. Prep for “CLUE” (Competent Language Usage Essentials) quiz. B. 54 point <b>CLUE diagnostic e-quiz (5%)</b> .
Week 11	A. <b>Presentation (5%)</b> : <b>“Your e-Port Update”</b> ; i.e., present your draft e-Portfolio highlights. B. Use of visuals and sound to ‘three-dee’ your e-portfolio; samples screened.

Week 12	A. Outlining a <b>Persuasive International Business Proposal (10%)</b> . B. Developing and refining a <b>Persuasive International Business Proposal workshop</b> .
Week 13	A. Catch-up opportunity to re-visit missed in-class quiz or assignments. B. <b>e-Portfolio Finale Event (20%)</b> ; e-Portfolios 'indentured' on BPS/NABU Promo Site.
Week 14	Final Exam period.
Week 15	Final Exam period.

### EVALUATION PROFILE

Learning Assessment	% of Final Grade	Individual/Group
Quizzes (2)	10%	I
Researched Report	15%	I
Correspondence	10%	I
Online Sharing/Editing Activity	10%	G
Intercultural Webinar	15%	G
International Business Proposal	10%	G
CMNS 405 ePortfolio	20%	I
Professionalism and Participation	10%	I
<b>TOTAL</b>	100.00%	

### DEFINITION OF COURSE ASSIGNMENTS

- **Two short 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;
- **International 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;
- **CMNS 405 ePortfolio** will contain a thorough record of the student's reflections, insights, and achievements in the course, all in proper format and ready for staging on the university ePortfolio website;
- **Online sharing of Proposal Memo, assignment outlines and ePortfolio content** provides safe, mediated evaluation forums for conceptualizing, assessing, shaping, and strategizing for an effective and persuasive result. Student activity and participation will be evaluated.

**DETERMINATION OF PROFESSIONALISM AND PARTICIPATION GRADE**

**Professionalism and Participation** 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 = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignment**

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/Labs etc.**

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 eLearn; 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: <https://www.capilano.ca/student-life/>

**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 and procedures S2017-05 Academic Integrity for more information: <https://www.capilano.ca/about-capu/governance/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 (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

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