

**Department of Communications**  
**CMNS 122: Business Communication II**

**Semester:** Winter 2006

**Instructor:** Sharon Josephson

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**Office:** C349

**Office Hours:** Wednesday 10:00-11:00, Thursday 9:00-10:00

This course continues from Business Communication I. Emphasis will be placed on further development of the following skills: collaboration; drafting and editing; understanding audience expectations; oral communication; research methodology. Students will apply these skills to specific forms in business writing, such as proposals, progress reports, and full-length research reports.

**Texts:**

There are no required textbooks for the course but students may find a grammar handbook useful.

**Objectives:**

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

1. refine their application of non-verbal elements of communication
2. collaborate to plan and complete group projects
3. research and analyse primary and secondary sources
4. use an effective writing process to improve content, style, and mechanics
5. use that process to produce documents efficiently
6. write summaries, letters, memos, and reports that are coherent, thorough, mechanically sound, and appropriate to situation and audience
7. design attractive formats that enhance written and oral reports
8. write a formal business report using APA documentation
9. speak confidently and deliver an interesting oral presentation

**Course Content:**

This course focuses on a collaborative research project. Students will work in teams of 3-5 persons to complete a number of reading, writing, and oral assignments related to the research project.

**Class discussion topics will include:**

- applications of non-verbal communications to business settings
- problem solving and critical thinking
- effective collaborative research and writing strategies
- research and documentation techniques
- formal business reports
- design and use of graphics in written and oral presentations
- writing proposals and progress reports
- writing efficiently as well as writing clearly and persuasively
- team presentation skills

**Evaluation:**

#1 Research Proposal (individual)	05%
#2 Research Proposal (team)	10%
#3 Project Management Plan (individual & team)	10%
#4 Mid-term Exam	10%
#5 Progress Report (individual)	10%
#6 Progress Report (team)	05%
#7 Research Report (team)	20%
#8 Oral Presentation (team)	10%
#9 Final Exam	10%
Participation, Ungraded Exercises, Attendance	10%

**Assessment:**

Students will work with the instructor to determine detailed criteria for each assignment. The criteria will vary according to each assignment’s audience, purpose, content, and communications medium. The evaluation criteria will be developed in advance of a given assignment’s submission date.

**Notes:**

Students must receive an average passing grade on all individual assignments (including the mid-term and the final) in order to pass the course.

Students must complete all assignments in order to pass the course.

Late assignments will receive a grade of “0” unless prior arrangements have been made with the instructor.

Daily attendance is a course requirement. If extenuating circumstances require an absence, the student must make arrangements in advance with the instructor.

Attendance at draft review sessions—by all team members for all assignments—is essential. Unless prior arrangements have been made with the instructor, 5% will be deducted from the final grade on the submitted assignment for each absent team member. In addition, attendance at a draft review with an incomplete draft will not count as attendance and the submitted assignment will not be marked until the review is complete.

**Week #1: January 04, 05**

**Topics:** course intro/ intro to report/explanation of project teams/ criteria for assign. #1

**Week #2: January 09, 11, 12**

**Topics:** project teams assigned/effective project teams  
: intro to genre/draft review assign. #1

**Week #3: January 16, 18, 19**

**Topics:** secondary research/ assign. #1 due  
: primary research/ criteria for assign. #2/ discussion of individual proposals  
**Assignments: assignment #1 due Monday January 16<sup>th</sup>**

**Week #4: January 23, 25, 26**

**Topics:** group work on assign. #2/ research strategies  
: draft review assign. #2

**Week #5: January 30, February 01, 02**

**Topics:** self-assessment/project management/criteria for assign. #3  
: group work on assign. #3  
**Assignments: assignment #2 due Monday January 30<sup>th</sup>**

**Week #6 : February 06, 08, 09**

**Topics:** draft review assign. #3/ summary review  
: summary review continued  
**Assignments: assignment #3 due Wednesday February 8<sup>th</sup> and Thursday February 9<sup>th</sup>**

**Week #7: February 13, 15, 16**

**Topics:** rules for firing and recruiting/ midterm preview/ criteria for assign. #5  
**Assignments: assignment #4 midterm Wednesday February 15<sup>th</sup> and Thursday February 16<sup>th</sup>**

**Spring Break: February 20 - 24**

**Week #8: February 27, March 01, 02**

**Topics:** documentation  
: documentation continued/ primary research done in class

**Week #9: March 06, 08, 09**

**Topics:** draft review assign. #5/ criteria for assign. #6  
: group discussions with instructor/ firing and recruiting finalised  
**Assignments: assignment #5 due Wednesday March 08<sup>th</sup> and Thursday March 09<sup>th</sup>**

**Week #10: March 13, 15, 16**

**Topics:** draft review assign. #6/ criteria for assign. #7/ report format details  
: tables and graphs  
**Assignments: assignment #6 due Wednesday March 14<sup>th</sup> and Thursday March 15<sup>th</sup>**

**Week #11: March 20, 22, 23**

**Topics:** paragraphs and outlining/ groups work on outlines  
: criteria for assign. #8

**Week #12: March 27, 29, 30**

**Topics:** oral presentations reviewed/ group work on presentations

**Week #13: April 03, 05, 06**

**Topics:** draft review assign. #7

**Week #14: April 10, 12, 13**

**Assignments: assignment #8 due as scheduled**

**: assignment #7 due Wednesday April 12<sup>th</sup> and Thursday April 13<sup>th</sup>**