Communications 125  
(Formerly CMNS 363)  
Business Communications I  
UCFV CREDIT 3

CATALOGUE DESCRIPTION:
An introduction to general principles of written and oral communications and their application to business. Emphasis is on letters and memos, organizational techniques, presentation and formats. Letters of application, resumes, and interviewing techniques are also studied. Clarity and precision in both oral and written communication are stressed.

COURSE PREREQUISITES: College Placement Test score of 48 or better, Engl 101 with "C" or better, Engl 081 or 091 with "C+" or better

COURSE COREQUISITES:

HOURS PER TERM  
FOR EACH STUDENT  
Lecture 20 hrs  
Laboratory 20 hrs  
Seminar 20 hrs  
Field Experience hrs  

TOTAL 60 HRS

UCFV CREDIT TRANSFER  
NON-CREDIT

TRANSFER STATUS  
(Equivalent, Unassigned, Other Details)

UBC 2nd year English

SFU

UVIC English 225

Other Western Washington University, Open University, RIA, CGA, Trinity Western

J.D. TUNSTALL, Ph.D.  
DEAN OF ACADEMIC STUDIES
Communications 125

NAME & NUMBER OF COURSE

<table>
<thead>
<tr>
<th>COURSES FOR WHICH THIS IS A PREREQUISITE:</th>
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<tbody>
<tr>
<td>Communications 225</td>
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<tr>
<th>RELATED COURSES</th>
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TEXTBOOKS, REFERENCES, MATERIALS  (List reading resources elsewhere)

TEXTS:  


*Gage Canadian Dictionary*

OBJECTIVES:

1. To understand the theory and concepts of the communications process.
2. To learn the elements of effective communications.
3. To develop an effective approach to the writing process, including planning and revising.
4. To learn basic techniques of effective writing and speaking such as clarity, concisness, sincerity, tone, unity, coherence, and completeness.
5. To learn techniques of document design and format such as spacing, use of headings and listing.
6. To learn appropriate format and content of business letters and memos.
7. To work in groups in order to understand the task and maintenance functions of the group.
8. To prepare a job application and role play job interviews.
9. To learn to prepare and present oral reports.
10. To learn and apply high standards of physical presentation in documents.

METHODS:

Lectures, individual and group work. Students practice and demonstrate skills through exercises, rough and final drafts, and oral presentations.
NOTE: The following exercises are the minimum required. The instructors may change the order and weighting according to the needs of the class.

STUDENT EVALUATION PROCEDURE:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Details</th>
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| Exercises               | 25%        | - library assignment  
|                         |            | - 1 or 2 self-evaluation memos on oral presentations  
|                         |            | - group exercise  
|                         |            | - mechanics of language  
| Final Drafts            | 50%        | - 1 routine letter  
|                         |            | - 3 refusal letters  
|                         |            | - 2 persuasive letters  
|                         |            | - 1 persuasive memo  
| Job Application Package | 15%        | - job description  
|                         |            | - letter of application  
|                         |            | - résumé  
|                         |            | - interviews  
| Oral Presentations      | 10%        | - a minimum of 2  

CMNS DEPARTMENT LETTER GRADE/PERCENTAGE EQUIVALENTS:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>94 — 100%</td>
</tr>
<tr>
<td>A</td>
<td>89 — 93%</td>
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<tr>
<td>A-</td>
<td>86 — 88%</td>
</tr>
<tr>
<td>B+</td>
<td>82 — 85%</td>
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<tr>
<td>B</td>
<td>78 — 81%</td>
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<tr>
<td>B-</td>
<td>75 — 77%</td>
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<tr>
<td>C+</td>
<td>71 — 74%</td>
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<tr>
<td>C</td>
<td>66 — 70%</td>
</tr>
<tr>
<td>C-</td>
<td>63 — 65%</td>
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<td>P</td>
<td>60 — 62%</td>
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COURSE CONTENT

1. Introduction to course, department policies, course objectives.

2. Communication theory — how we communicate, orally and in writing.

3. The writing process: pre-planning, organizing, revising, and editing.

4. Speaking to a business or professional audience.

5. Developing a job application package and role-playing job interviews.

6. Learning how people work together in groups, through both working in and observing a group in session.

This is done by assigning students to small groups (4 or 5 people) and giving them a topic for discussion, or a problem to be solved. The topic is connected to the course content; for instance, students may be asked to collect direct-mail letters and analyze them in groups. Each group also observes behaviour of group members as they work. Related assignments are written, oral or both. Reports are prepared on the task (analyzing the letters), and/or on the behaviour (maintenance function) of the group. If the latter is assigned, written reports are preferred.