



SCHOOL OF PROFESSIONAL COMMUNICATION

**3RD FLOOR, ROGERS COMMUNICATIONS CENTRE
PROCOM.RYERSON.CA**

**CMN 325
COMMUNICATION AND THE DIGITAL ENTERPRISE**

1.0 Course description

To be successful in today's workplace requires an understanding of how to effectively identify, communicate, and mobilize data as information and knowledge in the operations of an organization. This course provides students with an opportunity to explore the effects of digital data on changing organizational knowledge and social structures. Students will learn to apply the fundamentals of oral, visual and written communication within digital media environments of text, audio, video, database, and virtual worlds. **Lecture: 3 hrs.**

Prerequisites: CMN 200 or CMN 279

Note: This course is available only to Professional Communication and Creative Industries

2.0 Course Objectives/Learning Outcomes

By the end of this course students should be able to

- Develop and execute an internal digital media and data strategy for an organization
- Integrate and deploy digital media and data-based strategies of employee engagement
- Identify and analyze issues of privacy and workplace digital media and data use
- Identify data and develop data into information and knowledge

3.0 Topics Covered

- 3.1 Data information and knowledge
- 3.2 Employee engagement
- 3.3 Innovation in the digital enterprise
- 3.4 Privacy and ethics

4.0 Course Management

4.1 Teaching Methods

Classes will consist of lectures, discussions, and workshops.

4.2 Evaluation

Evaluation will be based on a platform assignment, two written assignments, and one group assignment.

5.0 Course Materials

5.1 Readings provided through D2L

5.2 Online resources

6.0 Course Policies

6.1 Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>.

The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in

the Turnitin.com reference database used solely to detect plagiarism in assignments. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.** Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#)