UCFV
UNIVERSITY COLLEGE of the FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	November 1998
COURSE REVISED IMPLEMENTATION DATE:	January 2009
COURSE TO BE REVIEWED:	August 2012
(four years after UPAC approval)	*(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

CMNS 125	Communications	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UCFV CREDITS

Introduction to Workplace Communication
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

An introduction to the general principles of technical and professional communications. Emphasis is on the communication process, in particular, direct, indirect, and persuasive messages and presentations. Document design and electronic messaging are also studied and practiced.

PREREQUISITES: One of the following:
CPT score of 48 or better; CMNS 099 or ENGL 099 with a grade of C or better; ENGL 081, 090 or 091 with a grade of C+ or better; ESL WG84 with a grade of C+ or better; Completion of Level II of UFV's University Foundation Certificate Program; English 12 with a final grade of B; English Literature 12 with a final grade of B; Technical and Professional Communication 12 with a final grade of B; Any first year university-credit Communications or English course with a grade of C- or better; LPI score of 30/40 or level 5 or better in the essay section; TOEFL (Test of English as a Foreign Language) score of 570 or better (or 230 if computer-based score), plus a minimum TWE (Essay) score of 4.0; MELAB (Michigan English Language Assessment Battery) score of at least 85; CAEL (Canadian Academic English Language) score of at least 70; CanTEST score of at least 4.5 in Listening and Reading; a score of 4.0 in Writing; Cambridge Proficiency Examination – competence level of C; IELTS (International English Language Testing System) score of at least 6.5 with no band less than 6.0; UFV English Language Assessment – results equivalent to completion of UFV's University Foundation Certificate Program Level 2 compulsory ESL core courses; or articulated equivalent.

COREQUISITES:

PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take: for further credit.

SERVICE COURSE TO: *(department/program)*
CIS, Business Admin., Crim, Aviation, Library Tech, Agriculture

TOTAL HOURS PER TERM: 45

STRUCTURE OF HOURS:

Lectures:	**15**	Hrs
Seminar:	**15**	Hrs
Laboratory:	**15**	Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: **25**
Expected frequency of course offerings: Every semester
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☒ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

Course designer(s):	**Ken Fernstrom**		
Department Head:	**Lynn Kirkland Harvey**	Date approved:	**May 20, 2008**
Supporting area consultation (UPACA1)		Date of meeting:	**June 6, 2008**
Curriculum Committee chair:	**Moira Gutteridge**	Date approved:	**June 6, 2008**
Dean/Associate VP:	**Eric Davis**	Date approved:	**June 2008**
Undergraduate Program Advisory Committee (UPAC) approval		Date of meeting:	**August 25, 2008**

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

1. Demonstrate the elements of technical and professional communication.
2. Apply the writing process, including planning, drafting, revising, editing, and proofing.
3. Adapt messages for tone, vocabulary, coherence, and completeness for specific purposes and audiences.
4. Write direct, indirect, and persuasive messages.
5. Demonstrate the techniques of document design.
6. Communicate effectively electronically.
7. Develop and deliver effective and professional presentations.
8. Document sources for workplace applications.
9. Create an effective employment application package.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Reading and discussing examples of effective workplace writing
Lectures
Practice exercises and simulations
Collaborative exercises
Computer lab activities
Online activities

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s) ☒ Portfolio assessment ☐ Interview(s)

☐ Other (specify):

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

Guffey, M.E., Rhodes, K., & Rogin, P. (2008). Business Communication: Process and Product (5th Cdn. Ed.) Toronto: ITP

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Practice exercises (e.g. rough drafts, quizzes, case-studies): 15%

Workplace writing assignments (letters, memos/emails, postings): 70%
Direct messages (requests, replies, claims, adjustments)
Indirect messages
Persuasive/sales messages
Employment materials (portfolios, cover letters, resumes, applications, interviews)

Oral or webpage presentations: 15%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

1. Elements of technical and professional writing.
2. Using language correctly in the workplace. Drafting, revising, editing, proofing.
3. Using language effectively in the workplace. Purpose/audience analysis.
4. Using inclusive language in technical and professional situations.
5. Communicating using electronic methods.
6. Communicating inside an organization.
7. Communicating outside an organization.
8. Principles of professional presentations (oral and webpage).