UNIVERSITY OF THE FRASER VALLEY

OFFICIAL UNDERGRADUATE COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	November 1998
COURSE REVISED IMPLEMENTATION DATE:	May 2009
COURSE TO BE REVIEWED:	December 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 155	Communications	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS

Introduction to Workplace and Academic Communication
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course will introduce the students to the theory and practice of academic writing and professional communication. The academic writing emphasizes research strategies, essay structure and coherence, and citation/documentation. Workplace communication focuses on direct, indirect, and persuasive messages, document design, and presentations.

Note: Accepted for meeting the UFV Bachelor of Arts writing requirement or as an elective in the BA program.

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 C+; English Literature 12 with a final grade of C+; Technical and Professional Communication 12 with a final grade of C+; 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.

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

SERVICE COURSE TO: *(department/program)*
CRIM, ECE/CYC, Social Work, Human Services, Visual Arts, and Fashion Design

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:	**February 2009**
Supporting area consultation (UPACA1)		Date of meeting:	**February 13, 2009**
Curriculum Committee chair:	**Moira Kloster**	Date approved:	**February 2009**
Dean/Associate VP:	**Eric Davis**	Date approved:	**February 24, 2009**
Undergraduate Program Advisory Committee (UPAC) approval		Date of meeting:	**February 27, 2009**

LEARNING OUTCOMES:

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

1. Apply the writing process, including planning, drafting, revising, editing, and proofing.
2. Adapt messages for tone, vocabulary, coherence, and completeness for specific purposes and audiences.
3. Write direct, indirect, and persuasive messages.
4. Demonstrate the techniques of effective document design.
5. Develop and deliver professional presentations.
6. Create an effective employment application package.
7. Document sources for workplace and academic applications.
8. Research and write an essay in academic structure and style.

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

May include:

Reading and discussing examples of workplace writing and academic essays
Lectures
Practice exercises and simulations
Collaborative exercises, such as peer editing
Computer lab activities
Online activities

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

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

☒ Other (specify): On site case study

☐ 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.
Reference text such as Hubbuch, Susan M. (2005). Writing Research Papers Across the Curriculum (5th edition)

STUDENT EVALUATION:

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

Workplace writing assignments (letters, memos/emails, postings): 45%
- Direct messages
- Indirect messages
- Persuasive/sales messages
- Employment materials (portfolios, cover letters, resumes, applications, interviews)

Academic writing: 45%
- Annotated bibliography
- Literature review
- Essay

Presentations: 10%

COURSE CONTENT:

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

1. Planning academic research projects. Choosing an essay topic. Developing a research question.
2. Finding the evidence. Facts, inferences, and value judgments. Reading critically and taking notes. Citations and documentation.
3. Writing research summaries.
4. Refining the thesis statement and completing the research process.
5. Essay structures. Outlining. Writing the rough draft. Format and documentation.
6. Revising, editing, and rewriting.
7. Principles of workplace writing.
8. Writing routine and direct messages. Letter, memo, and email formats.
9. Writing indirect messages.
10. Writing persuasive messages.
11. Principles of professional presentations (oral and webpage).