This course offers an introduction to the principles of effective communications in academic and professional settings. Examines the use of various media as well as the processes of oral and written communications. Students will be required to develop and demonstrate research, summary, and organizational skills in oral presentations, letters, memos, and short reports.

**PREREQUISITES:**
CPT score of 48 or higher, or CMNS 099 with C or better, or ENGL 099 with a C or better, or ENGL 081 or 091 with C+ or better, or a grade of A in English 12, Literature 12, or TPC 12, or grade of C+ or better in ESL WG 84.

**SYNONYMOUS COURSE(S)**
(a) Replaces: N/A
(Course #)
(b) Cannot take: N/A
for further credit

**SERVICE COURSE TO:**
Kinesiology
(Department / Program)

**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.

Combination of Lecture and Lab Hours: YES/NO

**MAXIMUM ENROLMENT:** 25

**EXPECTED FREQUENCY OF COURSE OFFERING:** Once per year

**WILL TRANSFER CREDIT BE REQUESTED?:** (Lower-level courses only) YES X NO 

**WILL TRANSFER CREDIT BE REQUESTED?:** (Upper-level requested by department) YES NO X

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:** YES X NO

**AUTHORIZATION SIGNATURES:**

- **Course designer(s):** Ken Fernstrom
- **Chairperson:** Jim Andersen
- **Course reviewed by:** Ken Fernstrom
- **Dean:** Virginia Cooke
- **Department Head:** Raymond Welch
- **PAC Approval in Principle Date:**
- **PAC Final Approval Date:**
LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

1. To understand the theory and concepts of the communications process.
2. To learn the elements of effective communications in academic and professional settings.
3. To develop an effective approach to the communications process, including planning and revising.
4. To demonstrate basic techniques of effective writing such as clarity, conciseness, sincerity, tone, unity, coherence, and completeness.
5. To develop library research techniques and documentation skills.
6. To learn forms and purposes of commonly used letters, memos, and reports.
7. To learn techniques of document design and format.
8. To learn the elements of effective oral presentation.
9. To learn summarizing skills.
10. To learn how to do a literature review.

METHODS:

Lectures, seminars, workshops, demonstrations of skills in a variety of written assignments.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR YES X NO

METHODS OF OBTAINING PLAR:

Portfolio

TEXTBOOKS, REFERENCES, MATERIALS:

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

Business Communication: Process & Product

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

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

List of assignments and weight

Term project and related assignments 45%
Proposal for term project*
Annotated Bibliography*
Lit review*
Term project*
Oral Presentations 10%
Presentation of proposal
Presentation of term project
Reports, letters and memos 45%
3 short reports (incident; justification; recommendation)
3 neutral/good news - letter of inquiry; reply to letter of inquiry; procedure memo
1 bad news
1 persuasive (sales letter)
COURSE CONTENT:

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

LRC Orientation: One of our classes will meet at the library in Abbotsford for an orientation on finding and using information in the library and electronically. The date for the orientation had not been confirmed at the time this course outline was prepared. It will be announced in class.

Section One: Introduction to the course. Overview, course objectives, requirements, expectations, and grading policy. Term project requirements. Guidelines for topic selection. The process of communications. Credibility and ethics.

Section Two: Technical writing and oral communications as a student and as a professional. Communications foundations. The writing process: planning, organizing and revising, researching and documenting. Effective oral presentations. Proposals.

Reading: Chapters 1 - 6, 15 (pp. 444 - 452), 15
Assignments: 1.2 (use 1.1 as the basis for item 1.2.d); 2.3, term project proposal

Section Three: Report planning and research. Summarizing and documenting; annotated bibliographies and literature reviews. Analysis, logic and persuasion.
Assignments: 11.4; 11.6

Section Four: Report organization and presentation; typical business reports.
Reading: Chapters 12 and 13
Assignments: 12.1; 12.8; 12.9; 13.12; outline for 13.18 or 13.19; incident report

Reading: Chapters 7 - 10
Assignments: 7.9 or 7.10; 7.23; 8.13; 9.17; 10.21