UNIVERSITY OF THE FRASER VALLEY

COURSE IMPLEMENTATION DATE: Sept 1996
COURSE REVISED IMPLEMENTATION DATE: May 2009
COURSE TO BE REVIEWED: May 2009
(Four years after UPAC final approval date) (MONTH YEAR)

OFFICIAL 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 and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **Communications**

CMNS 165	N/A	3
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

Professional Communications for Kinesiology
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

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: One of the following:
CPT score of 48 or better; CMNS 099 or ENGL 099 with a grade of C or better; ENGL 081 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; UCFV English Language Assessment – results equivalent to completion of UFV's University Foundation Certificate Program Level 2 compulsory ESL core courses; or articulated equivalent

COREQUISITES:

SYNONYMOUS COURSE(S)
(a) Replaces: _____ *(Course #)*
(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO:
CRIM, ECE/CYC, Social Work & Human Services *(Department/Program)*
(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

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE: _____
HOURS PER DAY: _____

MAXIMUM ENROLLMENT: **25**
EXPECTED FREQUENCY OF COURSE OFFERINGS: **Once per year**

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

AUTHORIZATION SIGNATURES:			
Course Designer(s):	Ken Fernstrom	Chairperson:	Moria Gutteridge-Kloster
Department Head:	Raymond Welch	Dean:	**February 14, 2009** Dr. Eric Davis
UPAC Approval in Principle Date:	February 13, 2009	UPAC Final Approval Date:	February 27, 2009

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 clarify, conciseness, sincerity, tone, unity, coherence, and completeness.
5. To develop library research techniques and documentation skills.
6. To learn forms and purpose 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.
11.

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 (Please check:) ☒ Yes ☐ No

METHODS OF OBTAINING PLAR:

Portfolio, on-site case study.

TEXTBOOKS, REFERENCES, MATERIALS:

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

Guffey, M.E., Rhodes, K., & Rogin, P (2001). Business Communication: Process and Product. (3rd Cdn. Ed.). Toronto: ITP.

STUDENT EVALUATION:

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

Term Projects and Related Assignments:	45%
Oral Presentations	10%
Reports, Letters and Memos	45%

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

Section Five: Business correspondence. Memos and letters. Neutral/good news, bad news, and persuasive messages. Faxes and e-mail.
Reading: Chapters 7 – 10
Assignments: 7.9 or 7.10; 7.23; 8.13; 9.17; 10.21