# OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<table>
<thead>
<tr>
<th>Course Code and Number: CMNS 353</th>
<th>Number of Credits: 3 [Course credit policy (105)]</th>
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</table>

## Course Full Title:
The Responsibility of Using Research in the Workplace

## Course Short Title (if title exceeds 30 characters):
Research in the Workplace

## Faculty:
Faculty of Humanities

## Department (or program if no department):
Communications

### Calendar Description:

It is an essential workplace-ready skill to be able to determine the credibility and relevance of information and data gathered when trying to make key decisions. This course examines the responsibilities associated with gathering verifiable information, and using secondary research and evaluation theory for the practical and timely application of workplace decision making. At the heart of decision making is an understanding of the specific stakeholder and audience needs. Likewise, it is essential that factors influencing decision making are effectively documented, shared, and communicated. The focus of this course is not on academic research practices, but on incorporating secondary research mindfully into a variety of workplace situations and written reports.

## Prerequisites (or NONE):
45 university-level credits including CMNS 251.

## Corequisites (if applicable, or NONE):
NONE

## Pre/corequisites (if applicable, or NONE):
NONE

### Equivalent Courses (cannot be taken for additional credit)

- Former course code/number:
- Cross-listed with:
- Equivalent course(s):

*Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.*

## Transfer Credit

- Transfer credit already exists: [ ] Yes [x] No
- Transfer credit requested (OReg to submit to BCCAT): [ ] Yes [x] No (if yes, fill in transfer credit form)
- Resubmit revised outline for articulation: [ ] Yes [ ] No
- To find out how this course transfers, see bctransferguide.ca.

## Total Hours: 45

### Typical structure of instructional hours:

- Lecture hours: 30
- Seminars/tutorials/workshops: 15
- Laboratory hours: 
- Field experience hours: 
- Experiential (practicum, internship, etc.): 
- Online learning activities: 
- Other contact hours: 

| Total | 45 |

## Special Topics

- Will the course be offered with different topics?: [ ] Yes [x] No
- If yes, different lettered courses may be taken for credit: [ ] No [x] Yes, repeat(s) [x] Yes, no limit

*Note: The specific topic will be recorded when offered.*

## Maximum enrolment (for information only): 36

## Expected frequency of course offerings (every semester, annually, every other year, etc.): every other year

## Department / Program Head or Director:
Samantha Pattridge

## Date approved:
September 5, 2014

## Campus-Wide Consultation (CWC)

## Date of posting:
n/a

## Faculty Council approval

## Date approved:
October 16, 2015

## Dean/Associate VP:
Jacqueline Nolte

## Date approved:
October 16, 2015

## Undergraduate Education Committee (UEC) approval

## Date of meeting:
November 27, 2015
Learning Outcomes
Upon successful completion of this course, students will be able to:

- Outline key factors in the decision making process
- Identify stakeholder requirements
- Incorporate, in context to stakeholder needs, the use of statistical data
- Identify key workplace culture specific influences on the evaluation process tasks
- Outline the strengths and weakness of key workplace evaluation models
- Select context specific evaluation processes
- Select appropriate project aligned secondary research gathering methods
- Design an evaluation strategy using a utilization focused method
- Present regular workplace project team oral progress update reports
- Produce a research plan designed to support a specific workplace decision making situation
- Write and present a formal evaluation report that includes recommendations supported by research

Prior Learning Assessment and Recognition (PLAR)
Yes ☒ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department’s discretion)
Lectures, case studies, in-class learning activities, student presentations.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

<table>
<thead>
<tr>
<th>Author (surname, initials)</th>
<th>Title (article, book, journal, etc.)</th>
<th>Current ed.</th>
<th>Publisher</th>
<th>Year</th>
</tr>
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Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)
Access to Blackboard (UFV Online)

Typical Evaluation Methods and Weighting

| Final exam: | % | Assignments: 100% | Midterm exam: | % | Total: 100% |

Details (if necessary):
Case study – student-led seminar 20%
Evaluation strategy & research plan 20%
Brief Research progress oral reports 20% (i.e. ongoing round-the-table project team meeting style update reports)
Evaluation report 30%
Transfer of Learning Plan 10%

Grading system: Letter Grades: ☒ Credit/No Credit: No Labs to be scheduled independent of lecture hours: Yes ☒ No ☐

Typical Course Content and Topics
This course builds on skills acquired in CMNS 251. The conceptual framework and applied skills include:

A) Evaluation Process Theory-to-Practice
   1. Why evaluate
   2. How decisions are made
   3. Evaluation methods
   4. Roles, choices, and outcomes

B) Research Support
   1. The difference between academic research and workplace research
   2. Selection of appropriate research methods for context specific application
   3. Use, misuse and over-use of statistical data
   4. Selecting “good” research
   5. Making the most of secondary research
   6. Data evaluation: merit, worth, value, and usefulness

C) Leading and Misleading Stakeholder Groups
   1. Evaluation and research ethics
   2. Determining the utilization-focus or purpose for the evaluation
   3. Stakeholder considerations
   4. Contextual awareness and considerations

D) Data Analysis, Reporting & Recommendations
   1. Evaluation planning
   2. Gathering research
   3. Summarizing the data
   4. Facilitating stakeholder feedback and gathering input
   5. Writing and presenting evaluations (with recommendations)