CMNS 380
Communications
3

COURSE NAME/NUMBER
FACULTY/DEPARTMENT
UFV CREDITS
The Cross-Generational Workplace: Closing the Communication Gap

COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course is designed to provide students with the skills needed to interact and communicate effectively within a day-to-day workplace environment and build on the potential that a cross-generational workplace can have. The workplace now has at least four generations of employees. Gone are the long-held stereotypes of generational-level expertise. Younger people are bringing technologically advanced skills to the workplace, and experienced older people are working well past traditional retirement age to contribute their intellectual capital. Students will learn how to use a variety of communication strategies to effectively draw on the strengths of a cross-generational work team. This course can be applied to a wide variety of workplace settings.

PREREQUISITES: 45 university-level credits, including CMNS 251

COREQUISITES:

PRE or COREQUISITES:

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

TOTAL HOURS PER TERM: 45

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

STRUCTURE OF HOURS:

Lectures: 30 Hrs
Seminar: 15 Hrs
Laboratory: Hrs
Field experience: Hrs
Student directed learning: Hrs
Other (specify): Hrs

OTHER:
Maximum enrolment: 36
Expected frequency of course offerings:

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): Linda Pardy
Department Head: David Thomson
Supporting area consultation
Curriculum Committee chair: Tetsuomi Anzai
Dean/Associate VP: Jacqueline Nolte
Undergraduate Education Committee (UEC) approval

Date approved: September 9, 2011
Date of meeting: October 28, 2011
Date approved: January 20, 2011
Date approved: January 20, 2011
Date of meeting: February 3, 2012
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

- Summarize the workplace characteristics and communication strategies of each generation
- Outline the motivational patterns of each generation
- Analyze the communication strengths and weaknesses of each generation
- Evaluate cross-generational work team dynamics
- Resolve cross-generational workplace related conflicts
- Develop cross-generational communication strategies
- Demonstrate cross-generational communication practices

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures,
Case Studies
Video/DVD
Student-led presentations

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s)
- Portfolio assessment
- Interview(s)

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

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. Examples for this course might be:]

SUPPLIES / MATERIALS:
Access to Blackboard (UFV online)

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
Student Presentations 25%
Case Study Analysis 20%
Report 20%
Communication Strategic Plan 25%
Participation 10%

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]
The course takes a practical approach to addressing the factors that influence and challenge workplace communication that spans four generations of employees in a variety of workplace context.

A) Cross-generational Realities
   a. Demographics – Looking at Research
   b. Generation Characteristics
   c. Generation Challenges
   d. Motivation and Values
   e. Realities and Myths: What to Believe
Course content continued:

B) The Cross-generational Workplace
   a. Factors contributing to the four generations workplace
   b. Skills sets that contribute
   c. Skills sets that clash
   d. Use of Language and Technology: Who understands whom?
   e. Supervision and working relationships in an age of cross-generational leaders
   f. Identify communication challenges
   g. Leveraging communication opportunities

C) Communication Challenges
   a. Wants, needs and preferences
   b. Balancing information needs
   c. When to text, when to meet, when to phone
   d. Communication technology across generations – how to use it and when
   e. Communication expectations
   f. Writing across generations
   g. Interpersonal cross-generational communication

D) Working Together: Strategic communication planning
   a. Cross-generational work team participation and facilitation
   b. Communication protocols
   c. Communication coaching
   d. Collaboration techniques