



COMMUNICATION SKILLS I ND :Environmental Management

**MAINSTREAM AND EXTENDED PROGRAMME
PROGRAMME**

LEARNING CONTRACT

- **Punctuality** – within 10 min the class will be closed!!!
- **Cell Phones** – All cell phones must be switched off during lecture time!!!
- **Talking in class** – No one allowed to talk during lecture time!!!
- **Submission** – 10% will be deducted should you not submit your work in the stipulated date and time!!!

LEARNING AND TEACHING PLAN

- Topic
- Introduction
- Aim and Objectives
- Teaching and Learning Methods
- Study Materials
- Assessment Strategies
 - Formative Assessment
 - Summative Assessment

TOPIC AND INTRODUCTION

- Key to being able to be an effective **environmental manager** is the ability to communicate to a wide variety of audiences using both **written** and **oral** mode of communication;
- This course is designed to accomplished two tasks:
 - To prepare students to communicate effectively within the field of environmental management and
 - They achieve this through a series of assignments/tasks that are linked to the kind of issues and challenges you will find in the workplace.

AIM AND OBJECTIVES

- The **aim** of this course is to equip you to be an effective communicator within the context of environmental management.
- When you have completed this course they are expected to be able to:
 - Research topics of environmental importance within the context of environmental management;
 - Write technical reports, academic essays and popular articles on issues relating to environmental management;
 - Present and exchange information on environmental management to a wide variety of audiences including colleagues, business people, community members and leaders;
 - Compile business letters, memorandums, e-mails, faxes and Curriculum Vitae's of a professional standard; and
 - Conduct yourself in a professional manner as an individual and within a team in the work place

TEACHING AND LEARNING METHODS

- Teaching and learning will be through the following methods:
 - Directed study and reading based on the study guide and the lecture notes/handouts
 - Face to face lectures on campus
 - Group work in class
 - Peer evaluation in class
 - A mini research exercise involving measuring individual **carbon footprints** that will involve creating a **Poster** presentation or **Powerpoint** presentation

STUDY MATERIALS

- **Prescribed Book:**

- Cleary, S. 2007. *Communication. A Hands-On Approach*. Juta Publishers: Lansdowne.

- **Other Books (Not Prescribed):**

- Wright, J. 2005. *Communication for Science*. Oxford: Oxford University Press.

- **Course handouts:**

- Van Aswegen, L. 2008. *Harvard for Beginners*.
http://www.cput.ac.za/library_2/library_pdf/harvard_for_beginners.pdf [5 January 2009]
- Cape Peninsula University of Technology. 2006. CPUPT Policy on Plagiarism.
http://www.cput.ac.za/Research/Doucments/CPUT%20Policy%20on%20Plagiarism_for%20Senate%206%20March.doc [5 January 2009]

STUDY COMPONENT: OUTCOMES

- **Specified Outcome:** Write technical reports effectively in order to convey environmental problems, possible causes and proposed solutions.
 - Enabling outcome: Be able to research all available literature, both academic and popular, on a particular environmental problem;
 - Sub-enabling outcome: Be able to produce an academic literature review where the results of the research process are well documented.
- **Task I:** A literature review on the topic of carbon foot printing of universities: 10% of your class mark.
 - Library Tutorial on how to search databases and reading skills: 04 February
 - A Step by Step Tutorial on the academic writing process: 5 February
 - Class peer evaluation of first draft: 14 February
 - Hand in date: 22 February
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STUDY COMPONENT: OUTCOMES

- **Specified outcome:** Present and exchange environmental information to the community
 - Enabling outcome: Be able to gather information for a popular article for an in-house magazine at your company of employment
 - Sub-enabling outcome: Be able to produce a popular article for an in-house magazine at your company of employment
- **Task 2:** Write a popular article on the environmental topic of your choice in which aim to create awareness on Campus. You will be evaluated on how entertaining and/or engaging your writing style is. 5% of class mark.
 - Tutorial on the style of article writing: 23 February
 - First rough draft of article for peer review: 28 February
 - Final date: 01 March
 - Length: Minimum 600 words/Maximum 800 words

STUDY COMPONENT: OUTCOMES

- **Specified outcome:** Present and exchange environmental information to professional and technical audiences
 - Enabling outcome: Be able to produce a brochure or PowerPoint presentation that would be able to address professional audiences at a public participation meeting
 - Sub-enabling outcome: Be able to deliver a PowerPoint presentation that would be able to address professional audiences at a public participation meeting
- **Task 4. A group oral presentation & individual brochure where following a discussion with five of your classmates, you present your chosen environmental issue of CPUT as well as possible solutions.**
 - Tutorial on Brochure layout: 6 March
 - Tutorial on oral presentations: 8 March
 - First rough draft of poster&oral slides: 13 March
 - Final date: 22 March
 - Test: Communication Theory 23 March
 - Length: Minimum 15 minutes/Maximum 20 minutes

STUDY COMPONENT: OUTCOMES

- **Specified outcome:** Present and exchange environmental information to the (university) community
 - Enabling outcome: Be able to develop an institutional and individual awareness campaign
 - Sub-enabling outcome: Be able to implement an institutional and individual awareness campaign
- **Task 6:** As a class design and implement an environmental education campaign on campus that addresses both the institutional as well as the personal carbon footprints of students and staff.
 - Tutorial on designing an awareness campaign: 27 March
 - Tutorial on business communication strategies 29 March
 - First rough draft of strategy 10 April
 - Planning implementation of strategy 17 April
 - Implementation of strategy 19 April
 - Evaluation of strategy 19 April

STUDY COMPONENT: OUTCOMES

- Specified outcome: Present and exchange environmental information to professional and technical audiences as well as the community.
 - Enabling outcome: Ability to prepare a power point presentation that is both engaging and informative to a mixed professional and lay audience;
 - Sub-enabling outcome: Ability to deliver a power point presentation that is both engaging and informative to a mixed audience of professional and lay people.
- Task 8. You are required to identify an environmental management problem in your community. If you live in residence then choose an environmental problem in residence or on campus. You will need to interview community members, people in authority and propose a solution. You will be required to present a written report as well as deliver an individual oral. Details on what is expected will be discussed in class.
- This is your Final Integrated Assessment: It counts 40% of your overall mark, 80% written assignment, 20% oral presentation.

ASSESSMENT CRITERIA

Written Report

Assessment Criteria	Score Merit	Score Credit	Score Border	Score Not Yet Competent	Moderation Mark
Content 50	50-60	49-40	39-30	0-29	Marked by Environmental Management Lecturer
Language 10 Spelling Grammar Style	10-7.5	7.4-6	5.9-5	4.9-0	
Structure 20 Logical flow (intro, body, conclusion)	20-15	14.9-10	9.9-9	0-9	
Presentation 10 &Layout	10-7.5	7.4-6	5.9-5	4.9-0	
Referencing 10	10-7.5	7.4-6	5.9-5	0-4.9	

ASSESSMENT CRITERIA

Oral Presentation

Assessment Criteria	Score Merit	Score Credit	Score Border	Score Not Yet Competent	Moderation
Content 30	22.5-30	22.3-18	17.99-15	0-15	
Audience Reach 20 Makes eye contact Explanations captivating Adhere to time	20-15	14.9-10	9.9-9	0-9	
Audiovisual support 10 Slides clear Slides flow well	10-7.5	7.4-6	5.9-5	4.9-0	
Speech and voice 20 Speak clearly Fast/Slow Loud/Soft Dull/Interesting	20-15	14.9-10	9.9-9	0-9	
Language 10	10-7.5	7.4-6	5.9-5	4.9-0	