

Western University  
Faculty of Engineering  
*Thompson Centre for Engineering Leadership and Innovation*

**ELI 9600 – Engineering Communications**

**COURSE OUTLINE 2023-2024**

---

**DESCRIPTION**

In this course, we will investigate why strong communication competencies are of crucial importance within engineering leadership and innovation. We will explore strategies for ‘engineering’ your communication, and for how to operationalize language, emotional intelligence, and critical thinking to help you thrive professionally.

Students will have the opportunity to study, build, and practice foundational strategies for effectively communicating in the field, and for cultivating meaningful experiences on the job, and in life. Developing the capacity to listen effectively, foster empathy, engage with audiences, design interactions for psychological safety, and identify and respect intercultural contexts will help prepare students for professional practice. In addition to providing students with the opportunity to assess which communication skills may help them succeed *in* the workplace, the course gives students a platform to critically reflect on which communication skills will help them thrive during the job search.

**ENROLLMENT RESTRICTIONS**

Enrollment in this course is restricted to graduate students in the Graduate Diploma in Engineering Leadership and Innovation and Master of Engineering programs.

**INSTRUCTOR CONTACT INFORMATION**

Course instructor:      Nayera Elgharably  
Email address:            nelghara@uwo.ca  
Office hours:              TBD  
TA:                            TBD

**TOPICS**

*Please note the below table is tentative and subject to change.*

Topic #	Description	Learning Activities	Tentative timeline
1	Foundations of Communication		
	Introduction and Emotional Intelligence	<ul style="list-style-type: none"><li>• Class discussion and exercises</li><li>• Additional Readings</li></ul>	Sessions 1 & 2

	Shifting Perspective – Intercultural Communication	<ul style="list-style-type: none"> <li>• Class discussion and exercises</li> <li>• Additional readings</li> <li>• Critical Reflection</li> </ul>	Session 3
	Psychological Safety	<ul style="list-style-type: none"> <li>• Case discussion and class exercises</li> <li>• Additional readings</li> </ul>	Session 4
2	Making Connections		
	Collaboration	<ul style="list-style-type: none"> <li>• • Case discussion</li> <li>• Class exercises</li> <li>• Additional readings</li> <li>• Resume Project</li> </ul>	Session 5, Session 9, Session 10
	Tailoring Communication	<ul style="list-style-type: none"> <li>• • Class exercises</li> <li>• • Class discussion</li> <li>• Additional readings</li> <li>• Cover Letter Project</li> <li>• Resume Project</li> </ul>	Session 6, Session 9, Session 10
3	Career Development		
	Recruitment Communication Strategies + Conclusion	<ul style="list-style-type: none"> <li>• • Class exercises</li> <li>• Class discussion</li> <li>• Additional readings and materials</li> <li>• Cover Letter Project</li> <li>• Resume Project</li> </ul>	Sessions 7, 8, 11, 12

### SPECIFIC LEARNING OUTCOMES

Degree Level Expectations	Approx. Weight	Assessment Tools	Outcomes
Depth & Breadth of Knowledge	10%	<ul style="list-style-type: none"> <li>• Critical Reflection</li> <li>• Cover Letter Assignment</li> <li>• Resume Project</li> <li>• Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Use diverse communication methods, and practice related mindsets, to foster collaboration and achieve team goals</li> <li>• Identify and understand key course theories and themes related to engineering leadership and innovation communications</li> </ul>
Research & Scholarship	5%	<ul style="list-style-type: none"> <li>• Critical Reflection</li> <li>• Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Review and synthesize literature on best reporting and related communicating practices within engineering leadership and innovation</li> </ul>

Degree Level Expectations	Approx. Weight	Assessment Tools	Outcomes
Level of Application of Knowledge	15%	<ul style="list-style-type: none"> <li>• Critical Reflection</li> <li>• Cover Letter Assignment</li> <li>• Resume Project</li> <li>• Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Practice essential career management communication skills and rehearse techniques to enhance employability</li> <li>• Understand and articulate the role of emotional intelligence and critical thinking in engineering communication, and apply related skills in a nuanced fashion</li> <li>• Practice ability to adapt and tailor communication to different individuals' needs, leveraging diverse communication methods and mindsets</li> </ul>
Professional Capacity / Autonomy	10%	<ul style="list-style-type: none"> <li>• Critical Reflection</li> <li>• Cover Letter Assignment</li> <li>• Resume Project</li> <li>• Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the capability to work independently and take leadership</li> <li>• Build awareness and practice application of ethical communication strategies for developing a meaningful career</li> </ul>
Level of Communication Skills	50%	<ul style="list-style-type: none"> <li>• Critical Reflection</li> <li>• Cover Letter Assignment</li> <li>• Resume Project</li> <li>• Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Develop understanding of diverse rhetorical practices, and adapt relevant communication strategies intended to serve and reach specific audiences</li> <li>• Evaluate communication competencies and theories, and articulate evidence that supports a hypothesis and personal position related to said theories</li> <li>• Synthesize information from research literatures on best communication practices for meaningful collaboration</li> </ul>
Awareness of Limits of Knowledge	10%	<ul style="list-style-type: none"> <li>• Critical Reflection</li> <li>• Resume Project</li> <li>• Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Identify limits of understanding related to course concepts, and areas of growth within personal communication identity</li> <li>• Demonstrate ability to develop communication skills that will support contingency planning in engineering leadership and innovation practice</li> </ul>

## ASSESSMENTS

Please note the below table is tentative and subject to change.

Assessment Type	Material Covered	Due Date <i>Tentative</i>	Weight
Participation/Class Contribution	All	Throughout	25%
Critical Reflection	Sessions 1-4	February 12	25%
Cover Letter Assignment	Sessions 6-8	March 4	25%
Resume Project	All	March 25	25%

### Activities in which collaboration is permitted:

- Participation - class discussion, exercises, and activities, including case studies – students are expected to contribute to class discussion, including building and commenting on contributions of other students, and to collaborate in group exercises in class

### Activities in which students must work alone (collaboration is not permitted):

- Critical Reflection
- Cover Letter Assignment
- Resume Project
- Individual Components of Participation/Class Contribution (e.g. forum postings)

## REQUIRED TEXTBOOK

- Required readings will be posted on OWL and discussed in class.
- There will be additional Ivey Publishing and Harvard Business Cases to read (instructions for purchasing print copy or digital download copy will be provided)

## OPTIONAL COURSE READINGS

Optional readings will be posted on OWL and discussed in class.

## NOTES RELATED TO COVID-19 PANDEMIC

### **Course Absences due to Daily COVID Screening Questionnaire**

Missed assessments (e.g., presentations, essays, quizzes, tests, midterms, etc.) require formal academic considerations (typically self-reported absences and/or academic counselling).

Methods for dealing with missed work and course content are at the discretion of the instructor(s). Students should be aware that some learning outcomes cannot be easily made up and may need to be completed in a subsequent year. Your instructor will provide you with further information as to how this applies within this course.

Students who demonstrate a pattern of routinely missing coursework due to self-reported COVID symptoms, and therefore do not demonstrate mastery of the learning outcomes of the course, will not receive credit for the course.

### **Course delivery with respect to the COVID-19 pandemic**

Although the intent is for this course to be delivered in-person, the changing COVID-19 landscape may necessitate some or all of the course to be delivered online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any assessments affected will be conducted online as determined by the course instructor.

**When deemed necessary**, tests and examinations in this course will be conducted using a remote proctoring service. By taking this course, you are consenting to the use of this software and acknowledge that you will be required to provide personal information (including some biometric data) and the session will be recorded. Completion of this course will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at: <https://remoteproctoring.uwo.ca>.

### **CHEATING, PLAGIARISM/ACADEMIC OFFENCES**

Academic integrity is an essential component of learning activities. Students must have a clear understanding of the course activities in which they are expected to work alone (and what working alone implies) and the activities in which they can collaborate or seek help; see information above and ask instructor for clarification if needed. Any unauthorized forms of help-seeking or collaboration will be considered an academic offense. University policy states that cheating is an academic offence. If you are caught cheating, there will be no second warning. Students must write their essays and assignments in their own words. Whenever students take an idea or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. Academic offences are taken seriously and attended by academic penalties which may include expulsion from the program. Students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at the following website:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_grad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf)

All required papers may be subject to submission for textual similarity review to the commercial plagiarismdetection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com

(<http://www.turnitin.com>).

### **CONDUCT**

Students are expected to follow proper etiquette to maintain an appropriate and respectful academic environment. Any student who, in the opinion of the instructor, is not appropriately participating in course activities and/or is not following the rules and responsibilities associated with the course activities, will be reported to the Associate Dean (Graduate) (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Associate Dean (Graduate), the student could be debarred from completing the assessment activities in the course as appropriate.

## **HEALTH/WELLNESS SERVICES**

As part of a successful graduate student experience at Western, we encourage students to make their health and wellness a priority. Western provides several health and wellness related services to help you achieve optimum health and engage in healthy living while pursuing your graduate degree. Information regarding health- and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

Students seeking help regarding mental health concerns are advised to speak to someone they feel comfortable confiding in, such as their faculty supervisor, their program director (graduate chair), or other relevant administrators in their unit. Faculty of Engineering has a Student Wellness Counsellor. To schedule an appointment with the counsellor, contact Kristen Edwards ([khunt29@uwo.ca](mailto:khunt29@uwo.ca)) via confidential email and you will be contacted by our intake office within 48 hours to schedule an appointment.

Students who are in emotional/mental distress should refer to Mental Health@Western: <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

## **SICKNESS**

Students should immediately consult with the Instructor (for a particular course) or Associate Chair (Graduate) (for a range of courses) if they have problems that could affect their performance. The student should seek advice from the Instructor or Associate Chair (Graduate) regarding how best to deal with the problem. Failure to notify the Instructor or the Associate Chair (Graduate) immediately (or as soon as possible thereafter) will have a negative effect on any appeal. Obtaining appropriate documentation (e.g., a note from the doctor) is valuable when asking for accommodation due to illness.

Students who are not able to meet certain academic responsibilities due to medical, compassionate or other legitimate reason(s), could request for academic consideration. The Graduate Academic Accommodation Policy and Procedure details are available at: <https://www.eng.uwo.ca/graduate/current-students/academic-support-and-accommodations/index.html>

## **ACCESSIBLE EDUCATION WESTERN (AEW)**

Western is committed to achieving barrier-free accessibility for all its members, including graduate students. As part of this commitment, Western provides a variety of services devoted to promoting, advocating, and accommodating persons with disabilities in their respective graduate program. Graduate students with disabilities (for example, chronic illnesses, mental health conditions, mobility impairments) are strongly encouraged to register with Accessible Education Western (AEW): [http://academicsupport.uwo.ca/accessible\\_education/index.html](http://academicsupport.uwo.ca/accessible_education/index.html)

AEW is a confidential service designed to support graduate and undergraduate students through their academic program. With the appropriate documentation, the student will work with both AEW and their graduate programs (normally their Graduate Chair and/or Course instructor) to ensure that appropriate academic accommodations to program requirements are arranged. These accommodations include individual counselling, alternative formatted literature, accessible campus transportation, learning strategy instruction, writing exams and assistive technology instruction.