



FOR APPROVAL

PUBLIC

OPEN SESSION

TO: Academic Affairs Committee

SPONSOR: Angela Lange, Acting Vice-Principal Academic and Dean
CONTACT INFO: 905-828-3719, vpdean.utm@utoronto.ca

PRESENTER: Professor Tracey Bowen, Internship Coordinator, Institute of
CONTACT INFO: Communication, Culture, Information and Technology

DATE: September 5, 2018 for September 12, 2018

AGENDA ITEM: 4

ITEM IDENTIFICATION:

Minor Modification: Professional Experience Certificate in Digital Media, Communication and Technology

JURISDICTIONAL INFORMATION:

Under section 5 of its *Terms of Reference*, the Academic Affairs Committee is responsible for new graduate diploma and undergraduate certificate programs, and the closure of such programs, as required by the University's [Policy on Certificates \(For-Credit and Not-For-Credit\)](#).

GOVERNANCE PATH:

1. Academic Affairs Committee [For Approval] (September 12, 2018)

PREVIOUS ACTION TAKEN:

No previous action was taken on this proposal.

HIGHLIGHTS:

The Institute of Communication, Culture, Information and Technology (ICCIT) is proposing a Professional Experience Certificate in Digital Media, Communication and Technology. The creation of this Category 2 Certificate builds on the very successful and well-subscribed internship program in ICCIT and addresses the demand expressed by both students and industry for increased work-integrated learning opportunities that aligns with an unpaid academic internship structure. The proposed Certificate program attends to these needs and will also provide students with work placements incorporated into their academic degree program.

The proposed Certificate will provide the opportunity for students to engage in industry-based experience in digital technology and media fields that will be integrated into their undergraduate studies through concentrated paid work placements (work-integrated learning) in an immersive and authentic environment. Through these work placements students will apply their disciplinary knowledge and skills, strengthen their oral and written communication skills, and develop professional independence. The proposal asserts that these immersive industry-based experiences will also develop the “professional acumen students require post-graduation in specialised work environments, providing these graduates with a distinctive advantage in their fields”.

The Professional Experience Certificate in Digital Media, Communication and Technology program will be available to students enrolled in the Specialist in Digital Enterprise Management, Major in Communication, Culture, Information, and Technology and Major in Professional Writing and Communication programs. Students who meet the prerequisites of the program will be eligible for the opportunity to engage in workplace learning experiences outside the classroom that involve the application of skills and concepts learned within the classroom through two 4 month non-credit paid work terms.

In addition to the two work terms, registered students will be required to complete 2.0 credits, consisting of one core course (CCT110H5 *Rhetoric and Media* or WRI203H5 *Expressive Writing*) within their specific program, two professional practice courses (CCT273H5 *Professional Practice and Communication* and CCT373H5 *Career Planning and Development*), as well as a 400-level capstone thesis course (CCT4XXH5 *Integrated Learning in Digital Media, Communication, and Technology*).

We would like to underline that both UTM’s Academic Plan and Ministry of Advanced Education and Skills Development both highlight and advocate opportunities that provide students with work-integrated learning and experiential education. These have also been emphasized as a mandate in UofT’s *Three Priorities* which calls to attention the commitment to enhance undergraduate education and provide students with “experience-based learning”.

There has been consultation with UTM’s Experiential Learning Office and they support this proposal.

FINANCIAL IMPLICATIONS:

There are no financial and/or planning implications for these changes.

RECOMMENDATION:

Be It Resolved,

THAT the proposed Professional Experience Certificate in Digital Media, Communication and Technology, recommended by the Acting Vice-Principal Academic & Dean, Professor Angela Lange, and described in the proposal dated June 28, 2018, be approved, effective on May 1, 2020.

DOCUMENTATION PROVIDED:

Proposal: *Professional Experience Certificate in Digital Media, Communication and Technology*

University of Toronto

Proposal to Create a Certificate in Conjunction With an Undergraduate Program

Proposed certificate name:	Professional Experience Certificate in Digital Media, Communication and Technology
Undergraduate degree(s) the certificate will be offered in conjunction with:	Honours Bachelor of Arts (HBA)
Faculty/academic division:	University of Toronto Mississauga
Dean's office contact:	Program and Curriculum Officer Office of the Dean, Academic UTM
Effective Date	May 1, 2020
Version date:	June 28, 2018

1 Summary

The Institute of Communication, Culture, Information and Technology (ICCIT) is proposing to pilot a for-credit certificate program that will provide students in the Specialist in Digital Enterprise Management (HBA), Major in Communication, Culture, Information, and Technology (HBA) and Major in Professional Writing and Communication (HBA) programs the opportunity to engage in industry-based experience in digital technology and media fields that will be integrated into their undergraduate studies through concentrated paid work placements (i.e. work-integrated learning).

Work integrated learning (WIL) is an ideal pedagogical approach for providing students an immersive and authentic experience. Students can test the depth and breadth of their disciplinary knowledge and skills, strengthen their oral and written communication skills, and develop autonomy as individual decision makers through work placements integrated into the fabric of their academic degree program. The immersive industry-based experiences also enable students to further identify the limitations of their knowledge and gain perspective on how to develop the professional acumen they need for the working world post-graduation, providing these graduates with a distinctive

advantage in this field. The current Communication, Culture, Information and Technology (CCIT) Internship program has been highly successful across all ICCIT programs. The internship courses are offered year round and include approximately 60-70 students per year. However in the past 5 years, both students and industry partners have requested additional WIL opportunities that would include paid work placements that move beyond the unpaid academic internship model. The proposed Professional Experience Certificate in Digital Media, Communication and Technology program addresses the gap in Experiential Education offerings in ICCIT.

This proposed Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT facilitates the integration of workplace learning and responds to the University of Toronto's white paper (June 2017) on the importance of integrating experiential learning opportunities with disciplinary learning. The structure of the proposed certificate will provide an opportunity for students who meet the prerequisites to engage in authentic learning experiences outside the classroom that involve the application of skills and concepts learned within the classroom through two 4 month non-credit paid work terms. The proposed Professional Experience Certificate in Digital Media, Communication and Technology also requires registered students to complete 2.0 credits, consisting of one core course within their specific program (CCT110 Rhetoric and Media for Communication, Culture Information and Technology majors and Digital Enterprise Management specialists or WRI203 Expressive Writing for Professional Writing and Communication majors), two professional practice courses (one each at the 200- and 300-level), as well as a 400-level capstone thesis course that focuses on critically analyzing the learning experiences both inside and outside the classroom over the course of the program. Both the 200- and 300-level course descriptions will be included in the ICCIT curriculum changes to be included in the 2019-2020 UTM Calendar. A 300-level course of this type currently exists; however, the course curriculum will be re-aligned and newly developed to suit the goals of the certificate program. The capstone course will be proposed to the curriculum committee for incorporation in the 2020-2021 UTM Calendar). The capstone thesis course provides ICCIT students who have completed their two work terms with the opportunity to synthesize the knowledge they gained in placements and merge it with academic course work, giving them a critical perspective on work and work culture within the digital technologies sector. The integrated approach of combining work placement with academic courses also enables students to bring their work experiences back to the classroom and engage in meaningful discussions based on their experiences of applying theories, concepts and skills within an industry context.

The two 4-month work terms are strategically positioned after completion of the 200- and 300-level courses (so typically in the third and fourth year of study), so that the students may better experience the integration of skills and concepts as they develop through their program. The two professional practice courses are typically situated within the second and third years of study, as both preparation for beginning the work terms (200-level course) and as a vehicle for critically examining what it means to be a

professional within their field of study (300-level course), while learning the necessary discipline-based skills and knowledge. Students registered in the certificate program should normally complete their four year degree within 4.5 years as they will need to return to ICCIT for a final term after the second 4 month work term. This is often a stipulation for paid co-op like work placements, and this scheduling is necessary to allow students to complete the capstone thesis course after completing both work placements. The 4.5 year time frame does impact students in the program in terms of tuition fees; however, the paid summer work placements should help offset the extra term of tuition.

2 Effective Date

This certificate should be available as of May 1, 2020, allowing even some current students in the lower-levels of the ICCIT cohorts to apply and begin in the certificate program. Students will have the opportunity to complete their first work-term placement as early as the Summer 2021 term.

The sequence in Section 8 below outlines the full timeline for the Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT. Academic Calendar content describing the certificate program will be submitted for approval through the usual curriculum process, to appear in the Calendar for Fall 2019 (Appendix B).

3 Academic Rationale

Learning outcomes for all ICCIT programs include attention to the student's autonomy and professional capacity, requiring them to learn professional acumen and ethical work practices that align with their specialty or field of study. The goal of the proposed Professional Experience Certificate in Digital Media, Communication and Technology program is to offer eligible ICCIT students an opportunity to integrate meaningful work experience with their academic studies, and make connections between the concepts, theories and skills they learn in ICCIT with practical applications relative to industry standards. Students will have the opportunity to engage in critical reflection on their observations and actions so they develop as empathetic, ethical, and autonomous decision makers ready for the workforce. The integrated approach of the Professional Experience Certificate in Digital Media, Communication and Technology enables students to bring their work experiences back to the classroom and engage in discussions about the transfer of skills and knowledge from one context to another. ICCIT is a hybrid interdisciplinary unit that focuses on the integration of technical skills with academic theory in ways that enable

students to question and analyze the foundations on which critical theories around technology develop. While the ICCIT academic internship program has provided opportunities for students to see how the integration of theory, practice, and production transfers to real world contexts, the part-time, unpaid model has limitations. Providing intensive paid work opportunities integrated into the course of ICCIT study over a 3-year period enables those students registered in the program to develop competencies in technical applications as they develop and mature in their understanding of theory. The proposed certificate also addresses the recent external review recommendation that ICCIT develop a unique vision for experiential learning that highlights their interdisciplinary nature.

The UTM Academic Plan addresses UTM's commitment to increased collaborations with both local and global communities as part of its Vision Statement¹. It highlights the expansion of experiential learning and work-integrated opportunities, enhancing the student-learning environment mutually beneficial to community organizations and members of the University. The certificate program allows for such collaborations with community partners while creating invaluable experiences for students to engage in meaningful and purposeful work in their fields of study. Students will gain the necessary skills and knowledge to support their transition to the workforce while addressing employers' needs.

The Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT responds directly to UTM's academic goal to "enrich the student experience by embracing opportunities for community involvement" by enhancing student experiential learning opportunities². The Certificate also relates strongly to ICCIT program learning outcomes through a specific set of objectives that focus on professionalism and autonomy (as per the Ontario and the UTM Undergraduate Degree Learning Expectations) and career readiness (see Appendix A). With its focus on providing students with innovative, high-impact experiential learning (EL) experiences through paid WIL opportunities this certificate program will also offer students greater flexibility and choice to learn in new, engaging and challenging environments. At the same time, introducing this option as a Certificate earned in parallel with one of the regular ICCIT degree programs removes the risk of jeopardizing completion of a degree if a student is forced to give up the internship program due to unforeseen personal or family circumstances.

In addition to the existing program-specific half courses previously mentioned (CCT110 Rhetoric and Media and WRI203 Expressive Writing), the other three half credit courses required for certificate completion (CCT2XXH5 Professional Practice and Employability, CCT3XXH5 Career Planning and Development, CCT4XX Integrated Learning in Communication and Digital Technology) are designed to facilitate

¹ <https://www.utm.utoronto.ca/dean/initiatives/FinalVision/vision-statement>

² https://www.utm.utoronto.ca/dean/sites/files/dean/public/shared/UTM_AcademicPlan_V1C.pdf

reflection and incorporate self-evaluation of student learning in relation to program learning objectives. These three courses will address ICCIT program learning outcomes through a career readiness lens. Evaluation by instructors within these courses, together with a summary evaluation from the work placement supervisors, will be used to assess the student's progress according to the certificate-specific learning objectives (see Appendix A) and the Undergraduate Degree Level Expectations with which all ICCIT program learning objectives align.

Workplace placement supervisors for each of the two work terms will provide feedback on student performance to both the students and to ICCIT using a rubric provided by ICCIT. The required courses provide opportunities for students to further their professional and intellectual development through reflective exercises, case studies and self-evaluations focusing on how well they integrated their course work concepts and skills during their work placements. The final thesis course will provide students with the opportunity to synthesize their learning both inside and outside the classroom and draw conclusions as to their career plans and world-readiness.

As part of the learning outcomes for all ICCIT programs, students are expected to be able to identify theoretical concepts as they apply to digital technology and communication practices, and effectively utilize those concepts to solve complex problems. The Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT provides an opportunity for students to demonstrate their capacity to translate theory to practice in their field of study; identify and apply industry standards; communicate and present their ideas clearly and concisely in both written and oral form; and demonstrate professional acumen and ethical business practices. The Certificate program is designed to provide students the opportunity for critical reflection on their observations and actions so that they understand their limitations and identify areas for further intellectual and personal development. The goal of the Certificate program is to help students develop as empathetic, ethical, and autonomous decision makers.

4 Need and Demand

ICCIT has developed many ongoing partnerships with participating work-integrated learning partners for over a decade through our existing successful academic (unpaid) internship program. Participating employers have included CBC, RICC Centre for Innovation, Doctors without Borders, the Mississauga Enterprise Business Centre, iApotheca, City of Mississauga Economic Development, and many start-ups. Many of the ICCIT industry partners have shown a keen interest in the Certificate program, and have advocated for it recently through letters of support as part of an ICCIT application for a MAESD career-ready funding program. The letters of support received from organizations such as RBC, Deloitte, Research Innovation and Commercialization Centre (RIC) and the City of Mississauga Economic Development

unit all encourage ICCIT to develop a program where students can complete full time work placements in addition to the existing part-time academic Internships. ICCIT is also currently working with the RIC centre to develop an orientation program for new professionals as part of another initiative. Furthermore, all partners have agreed to working with ICCIT to develop a professional advisory board for the proposed Certificate program. It is evident that employers are actively seeking out graduates who have relevant, world-ready attributes that translate directly to the workforce, and they are prepared to partner with programs that facilitate this development.

ICCIT undergraduate students are interested in hands-on opportunities that expose them to methods and styles of learning that are more experiential in nature. They have continually expressed the need for a program with paid work placements.

The Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT will begin with 10-12 students in the first cohort who will complete their first work placement in Summer 2021. Note that these are students who already enrolled in a ICCIT program and meet the admission requirements for the certificate. We anticipate a steady growth in student intake over a five-year period to reach a steady state of approx. 20-25 students enrolling by the 2024-2025 academic year (see enrolment projection table below; these calculations anticipate a very small attrition rate).

Academic Year	3rd Year of Study	4th Year of Study	Total
2020-2021	10-12	0	10-12
2021-2022	12-15	10-11	22-26
2022-2023	15-20	12-14	27-34
2023-2024	20-22	15-18	35-40
2024-2025	20-25	20-21	40-46

5 Admission Requirements

Enrolment in the Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT will be limited to students who have meet the following criteria:

1. Are concurrently enrolled in one of the following ICCIT programs:
 - Communication, Culture, Information and Technology (CCIT) Major;
 - Professional Writing & Communication (PWC) Major;
 - Digital Enterprise Management (DEM) Specialist.
2. Have completed either CCT110 Rhetoric and Media or WRI203 Expressive Writing
3. Have completed CCT2XXH5 Professional Practice and Employability with a minimum course grade of 70%.

4. Have achieved an overall minimum CGPA of 2.4. However, the CGPA requirement for entry will be set each year in relation to the number of applicants, with the lowest point being 2.4.

Students will be eligible to apply for this Certificate program at the end of their second year of study. Requests to enroll in this Certificate program subject post will be assessed through the same process and timelines used for all other UTM subject post requests (i.e. requests for subject posts are made in the Spring and Summer terms via Acorn with notification of acceptance/ invitations being made available in the late Summer and/ or early Fall).

6 Program Requirements

Requirements for certificate completion: The Certificate requires that students complete two paid work terms (not for credit) and 2.0 credits of academic course work. The required courses include the completion of either CCT110 *Rhetoric and Media* or WRI203 *Expressive Writing* (depending on the student's major or specialist program), two professional practice courses (CCT2XXH5 Professional Practice and Employability and CCT3XXH5 Career Planning and Development) and a fourth year capstone course (CCT4XXH5 WIL Capstone Project Course). The 200-level course, CCT2XXH5 *Professional Practice and Employability*, introduces students to professional practice and communication skills and job search skills. The course specifically focuses on oral and written communication skills appropriate for a professional environment. The 300-level course, CCT3XXH5 *Career Planning and Development* focuses on shifts in required skill sets, adaptability and resilience, developing career strategies and examining challenges within the digital technology and communication sectors. This 300-level course will include a reflective self-evaluation of the learning that occurred within the first work placement and how that learning was integrated into other courses that are part of the student's major/specialist program (i.e. CCIT, DEM or PWC), enabling a better understanding of the field to help students further develop their career plans. This 300-level course is a pre-requisite to the second work term.

The fourth half credit course is a 400-level capstone work-integrated learning (WIL) thesis course where students will develop a case study based on their work placement, requiring students to return to theories and concepts they have learned within ICCIT to support their arguments about workplace applications.

In order to be granted the Certificate, students will be required to complete two 4-month work terms, typically placed after the 3rd and 4th year of study. Each work term will be assigned a non-credit course code. As the work placements for the proposed pilot are scheduled for the summer term when students are not usually taking courses full time, no distinct status change should be required for students.

Students will be awarded the Certificate via a transcript notation upon successful completion of the four required courses (for a total of 2.0 FCEs) and a minimum of two 4-month work placements.

Since the 4-month work terms will be scheduled during the summer, students completing two 4-month work terms should complete their degree within 4.5 years (students will return for one term after the second work term).

The Certificate complements and enriches all of ICCIT's individual majors and specialist programs (CCIT major, DEM Specialist, and the PWC major).

The following table outlines the timetable for the first and second cohort to complete the certificate program:

Academic Year	Fall	Winter	Summer
2018-2019	Calendar copy for the 200- and 300-level professional practice course descriptions will be submitted to the UTM Social Science Curriculum Committee pending governance approval of the certificate program.	Certificate Program information sessions and marketing pending governance approval.	
2019-2020	Certificate Program information sessions and marketing pending governance approval. Certificate program to appear in 2019/2020 calendar. Calendar copy for the 400-level capstone course submitted for inclusion in the 2020-2021 UTM Calendar.	First Prep course - CCT2XXH5 <i>Professional Practice and Employability</i> course offered. Students apply to the certificate program in similar fashion and timing to a regular subject post (i.e. majors and specialists). Students must achieve a minimum GPA of 2.4 to be considered.	
2020-2021		CCT2XXH5 <i>Professional Practice and Employability</i> course offered. First cohort of students (10-15) undergoes placement interviews in order to start work in May 2021.	First 4 month work term
2021-2022	First cohort completes CCT3XXH5 <i>Career Planning, Strategies and Development</i>	Placement interviews for the second work placement for the first cohort.	Second 4 month work term (first cohort)

		Placement interviews for the first work placement of the second cohort.	First 4 month work placement second cohort.
2022-2023	CCT4XXH5 - WIL Capstone project course completed by first cohort.		

The proposed format is flexible enough to consider an eight-month work term exception. The eight-month exception (students would be placed from January to September or May to December) would affect the student’s time to graduation by 6 or possibly 12 months. The exception will only be considered if the industry placement warrants the longer, more intensive time period.

7 Consultation

The Certificate in Work-Integrated Learning in ICCIT has been developed in consultation with the ICCIT Director, the Vice-Dean, Academic Experience, the Vice-Dean Teaching and Learning at UTM and the Experiential Education Unit. The ICCIT undergraduate programs are unique at the University of Toronto.

Work placement partners are already collaborating with ICCIT and have been consulted, as noted in Section 4.

8 Resources

A WIL administrator was recently hired within the UTM Office of the Dean, Experiential Education Unit, specifically to work with ICCIT on work-integrated learning projects, including working with the faculty who teach the ICCIT Internship courses. The administrator will be responsible for recruiting and maintaining industry partners (placements), facilitating student-hiring procedures, marketing the Certificate program, and tracking student success. The WIL administrator will be housed in ICCIT office space, although reporting to the Dean’s office.

The three new courses will be taught by existing faculty who currently teach the internship courses. The 200-level professional practice course will incorporate guest speakers and professional panels, to be organized with the assistance of the ICCIT WIL Administrator. Library materials will be similar to those in use for other courses, so should not require a significant investment.

The Certificate will not affect any existing agreements between ICCIT and other institutions (Sheridan College) or outside parties.

9 Oversight and Accountability: Review

The Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT will be reviewed as part of the regular UTQAP external review process and schedule for the ICCIT and its programs.

10 Process Steps and Approvals

The pathway is summarized in the table below.

	Approving Body	Approval Date
Development & Consultation within Unit	Anthony Wensley Director, ICCIT	January 18, 2018
Decanal Sign-Off	Heather Miller Vice-Dean, Teaching & Learning	May 3, 2018
Divisional Governance Approval	UTM Academic Affairs Committee	September 12, 2018
Submission to Provost's Office		

Appendix A: Proposed Learning Outcomes

Learning Outcomes: The expected learning outcomes for the Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT are that students will:

- Translate theory to practice within their field of study
- Apply industry standard skills to workplace tasks
- Effectively participate on a team
- Critically reflect on their work activities, achievements, challenges, and failures
- Identify and develop their career options
- Communicate and present their ideas clearly and concisely in both written and oral form
- Develop autonomy for making decisions
- Understand and apply professional acumen and ethical business practices

Certificate Expectations (Based on the Ontario Council of Academic Vice-Presidents UDLEs)	Certificate Learning Outcomes	How the Design/Structure Supports the Certificate Expectations
<p>Depth and Breadth of Knowledge Students will gain an awareness and understanding of various modes of thinking about digital media and communication technologies, and their impact on business organizations and the community at large. Students will attain a depth of knowledge in digital media and communication technologies and develop the theoretical grounding and technical proficiencies necessary to translate theory into practice in a variety of professional contexts.</p>	<p>Students will be able to identify theoretical concepts as they apply to digital media and technology workplaces, and understand how their current field of study is preparing them for work in this industry sector.</p>	<p>The certificate program design and structure that will ensure these outcomes are the two professional practice courses that will focus on professional acumen and modes of thinking about digital technology in the workplace, and the 400 level thesis course that focuses on examining the translation of theory to practice in a work setting. Students will develop a critical understanding of how their coursework relates to industry practices in relation to the social, cultural, economic, and legal structures of the workplace.</p>
<p>Knowledge of Methodologies Students will have knowledge of, and experience with, different methodologies, modalities and protocols relevant to examining complex problems within communication and digital technology organizations.</p>	<p>Students will be able to apply the methods and protocols that comply with industry standards to tasks and responsibilities within the workplace, understand, and apply ethical business practices. They will be able to evaluate the broader implications of applying knowledge to particular problems within the digital technology sectors.</p>	<p>The work placements will provide students with the opportunity to be immersed in organizational operating procedures and work culture, so they gain responsibility for understanding and upholding professional standards and best practices.</p>

<p>Application of Knowledge Students will be able to frame relevant questions for further inquiry both in their field of study and within professional contexts. They will be able to apply the appropriate tools to address such questions effectively and propose solutions.</p>	<p>Students will be able to seek out the information they need to solve problems and apply concepts from their academic studies in digital technologies to workplace tasks and problems. They will gain the ability to critically analyze and respond to new questions, and specific problems or issues in a new setting.</p>	<p>Students will have the opportunity for application of knowledge by learning and applying foundational theories and concepts in the field of digital technology through work-based deliverables, seminar discussions, and career development events.</p>
<p>Communication Skills Students will be able to critically evaluate and communicate information, arguments, and solutions to problems. They will be able to articulate their ideas and arguments orally and through professional writing.</p>	<p>Students will be proficient in communicating clearly and effectively to professional audiences: work progress, new ideas and initiatives, and problem solutions to problems.</p>	<p>Communication skills opportunities for students include participating in team meetings, writing professional reports, and making oral presentations to supervisors, clients, and co-workers and peers.</p>
<p>Awareness of Limits of Knowledge Students will demonstrate an appreciation of the limits of their own knowledge. They will also gain an awareness of the ambiguity of collective knowledge and appreciate the contributions of alternative interpretations, methods, and procedures.</p>	<p>Students will develop an awareness and appreciation of the limitations of their own work in the field of digital technologies and reflect on their work activities, achievements, challenges, and failures.</p>	<p>Awareness of limits of knowledge opportunities for students include taking responsibility for evaluating the quality and substance of their work and critically reflecting on what they still need to learn. The 400-level thesis course provides the time and space for the required level of critical reflection.</p>
<p>Professional Capacity/Autonomy Students will acquire the skills and knowledge they need to become professional, ethical, independent and creative thinkers and decision-makers. They will gain an awareness and appreciation that knowledge and its applications are influenced by, and contribute to, society.</p>	<p>Students will have the opportunity to demonstrate the qualities and transferable skills necessary for employment and exercise personal responsibility and accountability, maintain high ethical standards, and show initiative in complex situations.</p>	<p>Students will demonstrate their preparedness for the workplace and future careers through their knowledge of professional acumen including time management and entrepreneurial skills. Students will have the opportunity to demonstrate their capacity to follow ethical standards and maintain integrity when conducting and presenting solutions to problems and new initiatives to a broad range of audiences, both academic through the capstone thesis course, presentations and career networking events and professional contexts.</p>

Appendix B: Calendar copy for Professional Experience Certificate in Digital Media, Communication and Technology in ICCIT

Professional Experience Certificate in Digital Media, Communication and Technology for ICCIT Students

The Professional Experience Certificate in Digital Media, Communication and Technology program provides eligible students the opportunity to integrate two paid work placements into their ICCIT program of study. The certificate offers students authentic learning experiences outside the classroom that involve the application of skills and concepts learned in the classroom through two 4-month non-credit paid work terms. This certificate program must be taken in addition to any of the current ICCIT programs. Students enrolled in the certificate program also complete two professional practice courses in class (1.0 credit), CCT2XXH5 *Professional Practice and Employability* and CCT3XXH5 *Career Planning and Development*, and a 400 level capstone thesis course, CCT4XX *Integrated Learning in Communication and Digital Technology* (0.5 credit) that count toward their program requirements.

Limited Enrollment: Students will be eligible to apply for this certificate program at the end of their second year of study. Requests to enroll in this certificate program subject post will be assessed through the same process and timelines used for all other UTM subject post requests (i.e. requests for subject posts are made in the Spring and Summer terms via Acorn with notification of acceptance/ invitations made available in the late Summer and/ or early Fall).

Enrolment in the Certificate Program in ICCIT is limited to students who have met the following criteria:

1. Concurrently enrolled in one of the following ICCIT programs:
 - Communication, Culture, Information and Technology (CCIT) Major;
 - Professional Writing & Communication (PWC) Major;
 - Digital Enterprise Management (DEM) Specialist.
2. Have completed CCT110 Rhetoric and Media or WRI203 Expressive Writing.
3. Have completed CCT2XXH5 Professional Practice and Employability with a minimum course grade of 70%.
4. Have achieved an overall minimum CGPA of 2.4. The CGPA requirement for entry will be set each year in relation to the number of applicants, with the minimum being 2.4.

Students will be awarded the certificate via a transcript notation upon successful completion of the four required courses and a minimum of two 4-month work placements.