

## SYLLABUS

**Name of Course:** Communication of Chiropractic Philosophy CPP-328 (Philosophy 4)

**Length of Course:** 1.5 units, 22 hours (2 hours lecture/week)

**Course Description:** This course develops public speaking skills with an emphasis on building self-confidence through frequent performance experiences. Through a series of oral presentations and activities, students will examine and practice a variety of communication skills. Emphasis will be on crafting and presenting a chiropractic message reflecting the students' personal emphasis. Communication of chiropractic principles will be addressed in a written format, through social media and spoken communication in class and in videos assignments.

**Prerequisites:** CPP-338, CPP-319

**Course Offered By:** Chiropractic Philosophy and Principles Department

**Required Text:** Textbook of Chiropractic Philosophy, R.W. Stephenson, DC, PhC

**Recommended Text:** Sinnott;s Textbook of Chiropractic Philosophy by Rob Sinnott, DC, DPhCS

**Methods of Instruction:** This course is interactive-- you will learn more by practicing skills than you do by just talking about them. Much of your learning will come from actually integrating new knowledge with experience. Lecture/discussion will be used to clarify, amplify, and apply the concepts reviewed in the text. Any quizzes, structured in-class activities with small-group work, student videos, writing assignment, slide presentation and poster presentation will help you make application of assignments and review of text material. **NOTE: A device with internet access and Canvas capability (iPads, Smart Phones, Laptops) is required for some class activities.**

**Evaluation / Grading Criteria:** Continuous self, peer, and instructor evaluation/feedback is an important part of this course. Some types of evaluation are informal, and are designed for self-improvement, awareness, and analysis. Formal evaluations will be conducted using a predefined rubric available in the Modules section of the Canvas page. **Late work will not be accepted, except under extenuating circumstances or prior permission of the instructor.**

<b>Grade Distribution</b>	<b>Points</b>	<b>Percent</b>
Short Video Essays (8) Assigned Topics	120	20%
Project 1: Topic Paper with Properly Documented Sources	150	25%
Project 2: PowerPoint and Presentation	150	25%
Project 3: Poster and Presentation	60	30%
Peer Review of Poster Drafts	40	
<b>Total</b>	<b>520</b>	<b>100%</b>

**Course grade and corresponding numerical grade:**

A	4.0	Superior Work	90-100%
B	3.0	Above Average	80-89%
C	2.0	Average	70-79%
F	0.0	Failure	00-69%

**PLEASE NOTE:** There is NO midterm or final exam for this class.

Grades and the Grading System Final Grades are available online through the CAMS student portal. If there are any questions on grading procedures, computation of grade point average, or the accuracy of the grade report, please contact the Registrar's Office or the Office of Academic Affairs. Grades will be reported and evaluation will be based on the Academic Policies, Procedures, & Services. Please refer to Evaluation Policy (**Policy ID: OAA.0007**)

**Attendance:** Please refer to Attendance Policy (**Policy ID: OAA.0002**)

**Conduct and Responsibilities:** Please refer to the Personal Conduct, Responsibility and Academic Responsibility Policy (**Policy ID: OAA.0003**)

**Make-up Exams:** Please refer to Make-up Assessment Policy (**Policy ID: OAA.0001**)

**Request for Special Testing:** Please refer to Request for Special Testing (**Policy ID: OAA.0004**)

**Accommodation for Students with Disabilities:**

If you have approved accommodations, please make an appointment to meet with your instructor as soon as possible. If you believe you require an accommodation, but do not have an approved accommodation letter, please see the Academic Counselor Lori Pino in the Office of Academic Affairs. Contact info: [Lpino@lifewest.edu](mailto:Lpino@lifewest.edu) or 510-780-4500 ext. 2061. Please refer to Service for Students with Disabilities Policy (**Policy ID: OAA.0005**)

**Electronic Course Management:**

**Canvas** is LCCW's Learning Management System (LMS). Canvas will be used throughout the quarter during this course. Lectures, reminders, and messages will be posted. In addition, documents such as the course syllabus and helpful information about the class project will be posted. Students are expected to check Canvas at least once a week in order to keep updated. The website address for Canvas is <https://lifewest.instructure.com/login/canvas> Please refer to the Educational Technologies Policy (**Policy ID: OAA.0009**)

**Weekly Schedule**

**Week 1** No class meeting (Health Center Intern Competency Exams)

**Week 2** Introduction, syllabi, and review of course expectations, discuss course goals and objectives. **Introduce Projects: Video Essays, The Topic Paper, PowerPoint Presentation, and The Poster Session.**

- Week 3** Philosophy and Principles, Historical context; The Palmers and others.
- What is health? What is chiropractic?
  - PPT presentation assigned
  - Videos Essays 1 & 2 due
- Week 4** Philosophy & Principles – 33 principles, , vertebral subluxation, paradigm shift in thoughts on health, chiropractic philosophy in practice management.
- **Topic Paper due**
- Week 5** **Project 2: PowerPoint Presentations**
- **All PowerPoint Projects due**
  - Video Essays 3 & 4 due
- Week 6** **Project 2: PowerPoint Presentations (cont'd)**
- Week 7** **Project 2: PowerPoint Presentations (if needed)**  
 Philosophy & Principles – (There will be interactive in-class activities) Topics may include: Universal Intelligence, Innate Intelligence, Characteristics of innate intelligence and force, limitations of matter, Big Idea, coordination, interference & disease, mental impulse, simple cycle.
- Video Essays 5 & 6 due
  - In class work to finalize poster drafts – bring a laptop
- Week 8** Philosophy & Principles – possible topics listed previously
- **Draft of Poster due**
- Week 9** Philosophy & Principles – the journey continues
- Video Essays 7 & 8 due
  - **Final Poster due**
- Week 10** Philosophy & Principles: - putting it all together. Video Essay Feedback. Overview of the Poster Presentation
- FINAL** **Project 3: Poster Presentation and Peer Review.** Room location and time will be announced.

### Assignments

Short Video Essays: Assigned topics, created using smart phone or other video devices. These videos will be uploaded to Canvas for evaluation

Critiques / Feedback: Critiques (peer review) on assigned videos will be randomly assigned to every student in Canvas and is part of the grade given for each video essay.

Project 1: Topic Paper

A **three to five** page paper with a minimum of **three** peer-reviewed article references (no books). Any peer-reviewed journal article is acceptable. At least one article must be published within the last 5 years. All references must be included at the end of your paper in the Vancouver citation style.

Project 2: Slideshow Presentation (see posted assignment for details) – What is Chiropractic? presentation and critiques. References must be noted on slides for any non- public domain pictures, quotes and scientific articles.

Project 3: Poster with Presentation (Poster Session) – What is Chiropractic? Poster Session may be judged by alumni, faculty, staff, or your peers during the poster session reception. In the past the top five posters selected move to The WAVE Poster Session and Reception (2017). NOTE: References must be placed on the poster for all scientific articles in the Vancouver citation style, non public domain artwork or pictures and quotes.

**Conflict Resolution.** Conflicts or disagreements between student(s) and/or instructor(s) must be addressed in the following order: 1) Instructor(s); 2) Department Chair and 3) Dean of Students or appointed representative; 4) Vice President of Academic Affairs.

**Plagiarism.** Plagiarism and cheating will not be tolerated. Academic dishonesty will result in a failing grade for this course and will be reported to the College.

**Participation.** Active participation is required. Your attendance and active participation in class discussion and activities is a crucial part of your learning process. In order to provide the best learning environment, you need to be present in class (brain and body).

**Syllabus Change Policy:** This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for modification of the syllabus during the quarter.

**Student Learning Outcomes (SLO):** At the completion of this course, a student should be able to:

1. Explore elements of communication and their role in effective communication [PLO: 4,9,10]
2. Organize speeches effectively with a well-developed introduction, body, and conclusion [PLO: 4,10]
3. Write a presentation that can be used to educate the public on chiropractic, attract new patients and retain existing patients [PLO: 4,9,10]
4. Demonstrate proficiency of communication of the chiropractic message through a variety of presentation methods and technologies [PLO: 4,6,9,10]
5. Evaluate the effectiveness of his/her speaking experiences [PLO: 4,8]
6. Develop and build a stronger sense of self-confidence and self-reliance in speaking situations [PLO: 4,8,9,10]
7. Clearly communicate chiropractic principles in any situation. [PLO: 4,6,9,10]

**Program Learning Outcomes (PLO):** Students graduating with a Doctor of Chiropractic degree will be proficient in the following:

- 1. ASSESSMENT AND DIAGNOSIS:** An assessment and diagnosis requires developed clinical reasoning skills. Clinical reasoning consists of data gathering and interpretation, hypothesis generation and testing, and critical evaluation of diagnostic strategies. It is a dynamic process that occurs before, during, and after the collection of data through history, physical examination, imaging, laboratory tests and case-related clinical services.
- 2. MANAGEMENT PLAN:** Management involves the development, implementation and documentation of a patient care plan for positively impacting a patient's health and well-being, including specific therapeutic goals and prognoses. It may include case follow-up, referral, and/or collaborative care.
- 3. HEALTH PROMOTION AND DISEASE PREVENTION:** Health promotion and disease prevention requires an understanding and application of epidemiological principles regarding the nature and identification of health issues in diverse populations and recognizes the impact of biological, chemical, behavioral, structural, psychosocial and environmental factors on general health.
- 4. COMMUNICATION AND RECORD KEEPING:** Effective communication includes oral, written and nonverbal skills with appropriate sensitivity, clarity and control for a wide range of healthcare related activities, to include patient care, professional communication, health education, and record keeping and reporting.
- 5. PROFESSIONAL ETHICS AND JURISPRUDENCE:** Professionals comply with the law and exhibit ethical behavior.
- 6. INFORMATION AND TECHNOLOGY LITERACY:** Information literacy is a set of abilities, including the use of technology, to locate, evaluate and integrate research and other types of evidence to manage patient care.
- 7. CHIROPRACTIC ADJUSTMENT/MANIPULATION:** Doctors of chiropractic employ the adjustment/manipulation to address joint and neurophysiologic dysfunction. The adjustment/manipulation is a precise procedure requiring the discrimination and identification of dysfunction, interpretation and application of clinical knowledge; and, the use of cognitive and psychomotor skills.
- 8. INTERPROFESSIONAL EDUCATION:** Students have the knowledge, skills and values necessary to function as part of an inter-professional team to provide patient-centered collaborative care. Inter-professional teamwork may be demonstrated in didactic, clinical or simulated learning environments.
- 9. BUSINESS:** Assessing personal skills and attributes, developing leadership skills, leveraging talents and strengths that provide an achievable expectation for graduate success. Adopting a systems-based approach to business operations. Networking with practitioners in associated fields with chiropractic, alternative medicine and allopathic medicine. Experiencing and acquiring the hard business skills required to open and operate an on-going business concern. Participating in practical, real time events that promote business building and quantifiable marketing research outcomes
- 10. PHILOSOPHY:** Demonstrates an ability to incorporate a philosophically based Chiropractic paradigm in approach to patient care. Demonstrates an understanding of both traditional and contemporary Chiropractic philosophic concepts and principles. Demonstrates an understanding of the concepts of philosophy, science, and art in chiropractic principles and their importance to chiropractic practice.