

Regardless if you are completing a 4 or 12-month work term, we require students to submit five new learning objectives for every 4 months of work.

Your work term is an opportunity for you to apply classroom knowledge, to develop a co-op tool kit, determine work preferences, and clarify career goals. Setting learning objectives will help you get the most from your co-operative work terms.

Learning is a continuous activity that occurs throughout your life. Learning can happen in a variety of forms including, in class, attending a workshop/conference, on-the-job training, or through a self-directed process. Learning objectives tie everything together and articulate your direction for the employer and co-op staff.

What is a Learning Objective?

A learning objective is a written statement describing specific, attainable and measurable achievements that you want to accomplish during your work term. Preparing learning objectives enhances your work experience. In addition, learning objectives are included in the final grade for COOP 405 (worth 5%). A learning objective is one way to focus your learning towards specific outcomes.

Learning Objectives are a mandatory requirement of the co-operative education program.

When writing your objectives, keep in mind:

- Learning objectives must be specific, measurable, realistic, and achievable
- What you would like to accomplish during this work term and why.
- How you will accomplish your objectives.
- When you will accomplish your objectives.

Requirements

1. Each student working should set at least 5 work term objectives per work term, if not more. Learning objectives can include soft skills, technical skills, or can be knowledge and project based.
2. You will need 5 objectives for every 4 months of work. For example, if you have one work term for 12 months you need to submit 5 objectives every 4 months (i.e. May, September, and January).
3. Once your objectives have been set, submit a copy to your supervisor for review and for their final input. When your learning objectives have been agreed upon you should then include your full name, student number, the date, the name of your organization and your job title. Please submit to the Co-op Education Program through the Moodle course.
4. You can also include an organizational chart of how your position fits in the overall company organization (optional). See an example of learning objectives, next page...

Learning Objectives Sample

Co-op Student Name (ID 2015XXXX)

3rd year Business Administration, Major in Marketing

12 month work term (Month Year to Month Year)

Job title: Advertising and Marketing Assistant

Work Term: Summer 2015

Organization: BigMarketingCompany

Learning objectives are as follows:

1. To become an efficient communicator through written and verbal forms. Specifically, improve my verbal communication skills on the telephone and through email when working with clients and colleagues.
2. To work collaboratively with the staff at BigMarketingCompany to achieve a high level of client satisfaction by meeting all deadlines set out by the clients in a timely, courteous and efficient manner.
3. To expand my learning about the Marketing Mix (academic concept) and how BigMarketingCompany fits in with this model.
4. To learn how to use programs such as Photoshop and EnDesign to create stylish and appropriate marketing materials for clients.
5. To learn how to organize client information, client files, and manage client demands and requests that will allow me to retrieve information quickly in order to answer questions from clients and colleagues.

Organizational Chart

The marketing division of BigMarketingCompany. The number in brackets represents the number of employees reporting to the position.

