

Module specification

When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking on the following link: [Module directory](#)

Module Code	ANM442
Module Title	Professional Communication and Conduct
Level	4
Credit value	20
Faculty	Faculty of Social and Life Sciences
HECoS Code	100522
Cost Code	GAAN
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
FdSc Canine Behaviour, Training and Performance	Core

Breakdown of module hours

Learning and teaching hours	36hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	36 hrs
Placement hours	0 hrs
Guided independent study hours	164hrs
Module duration (Total hours)	200 hrs

Module aims

This module develops foundational professional communication, ethical awareness and sector-specific academic skills required for practice within the canine training and behaviour sector. Students will develop the ability to communicate information accurately, adapt communication to different audiences, utilise digital tools appropriately and demonstrate professional conduct aligned with legal, welfare and ethical responsibilities.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Explain the principles of effective and inclusive communication in professional contexts within the canine sector. K23, K28, K29, K32, K35,
2	Demonstrate understanding of client motivation, information needs and communication preferences within defined professional contexts. K22,24,25,35
3	Apply academic conventions and digital tools to source, evaluate and present accurate and current information relevant to professional practice. K26, 31,34
4	Demonstrate understanding of professional boundaries, emotional burden and appropriate support or referral strategies within professional practice. K36

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Professional Communication Briefing (100%)

Students will work in small groups to present a structured professional briefing (15 minutes) using visual presentation software in response to a defined canine sector scenario. Each student will deliver an allocated section demonstrating understanding of inclusive communication principles, professional boundaries, emotional resilience and the use of accurate, current and appropriately referenced information. A short individual question-and-answer period will assess depth of understanding and professional judgement.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1,2,3,4	Presentation	15 mins	100	N/A

Derogations

N/A

Learning and Teaching Strategies

Delivery will combine lectures, workshops and scenario-based activities aligned to the University Active Learning Framework. Students will engage in role-play, structured



communication exercises and digital resource development tasks. Online learning resources will support academic skill development and independent study.

Welsh Elements

Where appropriate, teaching will reference the Welsh legislative and professional context relevant to animal welfare and canine practice in Wales. Bilingual communication examples may be used to illustrate inclusive client communication within the Welsh context.

Students can present their work, access forms, resources, email correspondence, work placements and personal tutorials in Welsh.

Indicative Syllabus Outline

- Professional roles and responsibilities within the canine training and behaviour sector, including scope of practice, professional boundaries, codes of conduct and duty of care
- Principles of effective and inclusive communication in professional contexts, including verbal and non-verbal communication, active listening and structuring information clearly
- Use of accessible language, avoiding unnecessary technical terminology and confirming client understanding
- Adapting communication style, tone and delivery to meet individual client needs
- Understanding client motivation, expectations and behaviour change principles
- Managing challenging or sensitive conversations appropriately
- Professional written communication, including preparation of client information sheets, reports and professional correspondence
- Communicating levels of confidence and uncertainty in information provided
- Academic and digital skills to support professional practice, including literature searching and evaluating information sources
- Principles of evidence-based practice
- Correct citation and referencing
- Use of digital tools to support communication and information management
- Professional wellbeing and resilience, including recognising compassion fatigue and emotional burden in self and others
- Maintaining professional boundaries and awareness of appropriate support mechanisms within the sector

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Cottrell, S. (2024) *The study skills handbook*. Sixth edition. London: Bloomsbury Academic.

Other indicative reading:

VanFleet, R. (2013) *The human half of dog training : collaborating with clients to get results.*
Wenatchee, Wash: Dogwise

Michaels, L. & Beckoff, M. (2022) *The do no harm dog training and behavior handbook : featuring the hierarchy of dog needs.* First edition. San Diego, CA: Do No Harm Dog Training.

Administrative Information

For office use only	
Initial approval date	April 2026
With effect from date	September 2026
Date and details of revision	
Version number	1