



APPLIES TO ACADEMIC YEAR 2007/2008

INS 2000 Internal Communication

Program

Bachelor in Public Relations (3. year)

Responsible for the course

Roberta Wiig Berg

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Language of instruction

To be decided

Objective

Employee commitment to an organization's goals is of vital importance for organizational success, making internal communication a key managerial issue. The exchange of information between members at all levels of an organization both horizontally and vertically is naturally an important part of internal communication. However, achieving honest, open, and effective *communication* between all those involved in an organizational partnership is difficult and challenging. This course applies theories and methods from the field of organizational communication specifically to the internal communication needs of organizations. Students will learn how to work effectively towards the creation of optimal conditions for the open and honest exchange and discussion of ideas, the foundation of healthy, learning organizations.

Prerequisites

Foundation Program in Marketing, Information and Public Relations.

Compulsory literature

Books:

Downs, Cal W. and Allyson D. Adrian. 2004. Assessing organizational communication. New York : Guilford Press. 272 sider, 14 chapters

Collection of articles:

Peggy Brønn, Roberta Wiig Berg, Pål Horsle, editors. 2007. Article Collection for INS2000. Oslo: BI Forlag

Recommended literature

Books:

Clampitt, Philip G. 2005. Communicating for managerial effectiveness. 3rd ed. Thousand Oaks, Calif. : Sage Publications

Erlien, Bente. 2006. Intern kommunikasjon: Planlegging og tilrettelegging. 4th ed. Oslo : Universitetsforlaget

Course outline

Types of Employee Communications.
Matching internal and external image.
Effective communications strategy.
Face-to-face communication and communication skills.
Cases.
Assessing organizational communication.

Computer-based tools

Computer-based tools are not required in this course

Course structure

The course comprises 39 hours of lectures and workshops. Active participation by students is required.

Evaluation

Total grade for the course is based on following activities:

Part 1 - Exercises 40% (Exercise 1-Team 5% and Exercise 2 -Oral presentation - Individual 35%.) (Oral presentation must be passed to receive a final grade in the course.)

Part 2 - Team semester project 45% (Must be passed to receive a final grade in the course.)

Part 3 - One-hour Individual written examination 15% (Must be passed to receive a final grade in the course.)

Evaluation code(s)

INS 20002 - Process evaluation counts 100% of the grade in INS 2000 Internal Communication, 6 credits.

Aids at the examination

No aids are permitted for the written examination.

Makeup exam

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.