



APPLIES TO ACADEMIC YEAR 2008/2009

## INS 2000 Internal Communication

### Program

Bachelor in Public Relations (3. year)

### Responsible for the course

Roberta W Berg

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

To be decided

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 a well-recognized and important part of internal communication. However, the importance of honest, open, and effective **communication** between all those involved in an organizational partnership is neither universally understood nor acknowledged as a prerequisite for employee commitment. Far too many leaders are unaware of the significant advantages good internal communication can bring to their organizations. Students will learn how to work effectively towards the creation of a productive communication climate where the exchange and discussion of ideas can lay the foundation for healthy, learning organizations.

### Objective

Achieving good communication is extremely rewarding, but difficult and challenging, requiring both theoretical knowledge and skill. Therefore, the objectives of this course span theory as well as practice. After completing the course, students should:

- \* understand the strategic role that good internal communication (in addition to information) plays in an organization's success
- \* have a thorough understanding of the organizational cultures and structures that hinder as well as promote productive internal communication
- \* possess the tools necessary for conducting an internal communication audit, enabling them to discover their organizations' communicative strengths and weaknesses
- \* be able to implement measures to promote productive communication environments
- \* understand the concept of two-way symmetric dialogue and why this form of communication is the basis for an organization's ethical and organizational learning communication practices
- \* be able to participate in two-way symmetric dialogue.

### Prerequisites

To take the course require the course INS 2500 Introduction to Public Relations og similar course.

### 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: Handelshøyskolen BI

### 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**

- \* Internal communication as a strategic tool.
- \* Types of employee communication.
- \* Organizational culture, structure.
- \* Internal and external image / identity.
- \* Channels.
- \* Communication skills
  - presentation skills
  - dialogue skills - the mutual learning model.
- \* Assessing organizational communication.

**Computer-based tools**

Ability to deliver a PowerPoint presentation.

**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- 5% and Exercise 2 -Oral presentation - 35%.) (Oral presentation (35%) 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.