



APPLIES TO ACADEMIC YEAR 2010/2011

## INS 2000 Internal Communication

### Programme

Bachelor in Public Relations (3. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

To be decided

### Introduction

Employee commitment to an organization's goals is of vital importance for organizational success, making internal communication a key managerial issue. The distribution of information in an organization is a well-recognized component of internal communication; however, it is just the tip of the iceberg. The crucial importance of exchanging and discussing ideas in an honest, open, and effective communication climate - and that this climate surround all an organization's internal stakeholders is neither universally understood nor acknowledged. This course explains why establishing this climate is a prerequisite for employee commitment and ultimately organizational success.

### Objective

The goal of this course is to enable our students to be instrumental in creating communication climates in their organizations where the exchange and discussion of ideas can lay the foundation for healthy learning organizations and employee commitment.

Students will acquire knowledge of organizational and communication theory specifically relevant to internal communication. They will also become familiar with the specific channels possible and desirable for internal communication.

Students will gain perspective allowing them to see that ethical internal communication is the key to good leadership; they will be assisted in developing the personal insight necessary to reflect upon their own communication patterns; and they will be given the tools to change and improve both their own and their organization's communication skills.

Students will be expected to apply theory to practice, refining their skills in specific functions required for good internal communication, for example, presenting ideas to groups, leading group discussions, discussing difficult issues with colleagues, and working in teams.

### Prerequisites

Students must have attended INS 2500 Introduction to Public Relations or a similar approved course. They must have command of basic PR theory and concepts such as organizational structure and culture, identity, image, issues management, environmental scanning, etc.

### Compulsory reading

#### Books:

Wright, Marc, ed. 2009. Gower handbook of internal communication. 2nd ed. Farnham : Gower. 42 chapters. (A selection of chapters will be obligatory, the others recommended.). This is a book that students can refer to on the job.

#### Collection of articles:

Roberta Wiig Berg, editor. 2009. Article Collection, Internal Communication 2009. Oslo: Handelshøyskolen BI

### Recommended reading

#### Books:

Clampitt, Philip G. 2010. Communicating for managerial effectiveness : problems, strategies, solutions. 4th ed. Thousand Oaks, Calif. : Sage Publications  
Erlie, Bente. 2006. Intern kommunikasjon : planlegging og tilrettelegging. 4th ed. Oslo : Universitetsforlaget

### **Course outline**

- Internal Communication Strategy
- Leadership and Change Communication
- Classic Communication Models
- Dealing with Different Others
- Ethics
- Power / Conflict
- Channels
- Social Relationships and Networking
- Communication skills
  - presentations / rhetoric
  - dialogue skills - the mutual learning model
  - teamwork
  - storytelling
- Assessing organizational communication.

### **Computer-based tools**

Ability to deliver a PowerPoint presentation. Ability to use Blackboard.

### **Course structure**

There will be 18 hours of introductory lectures. During the remaining 21 hours of lecture time, teams of students will be given guidelines so that they can develop presentations of course material for the rest of the class. They will develop workshop-type exercises for their fellow classmates, and give feedback on peer responses. In addition to improving their presentation skills, students will be asked to work on their teamwork skills as well as their ability to engage in MLM dialogue.

### **Examination**

Total grade for the course is based on following activities:

\*Individual presentation. Formative evaluation: grade adjusted in connection with MLM presentation. 5% 8-10 minutes.

\*Team presentation of basic course concept, leading class workshop, and peer evaluations. 45% This grade will reflect student participation and attendance so grades may vary for individual team members. Must be passed to pass the course.

\*Individual presentation: team and self-analysis, MLM. 35% This presentation includes a discussion of how the student's team functioned in connection with both the presentation of a basic course concept and the exercises assigned in connection with them. 13-15 minutes. Must be passed to pass the course.

\*One-hour short-answer written final examination. 15% Based on course literature and class exercises. Must be passed to pass the course.

### **Examination code(s)**

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

### **Examination support materials**

No aids are permitted for the final written examination.

### **Re-sit examination**

A re-sit is held in at the next scheduled exam in the course or in agreement with course responsible.

### **Additional information**

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time autumn 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.