



APPLIES TO ACADEMIC YEAR 2012/2013

MAN 2540/2541/2542/2543 Communication in Organisations

Programme

Business Adapted Master of Management Program, Final Master of Management Program

Responsible for the course

Pål Kraft

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

30

Language of instruction

Norwegian

Introduction

In order to achieve their goals most modern organisations rely entirely on the attitudes, emotions, relationships and skills of their employees. Their motivation and feeling of ownership and identity is created within the organisational setting surrounding each individual. Their feeling of participation, trust, openness and credibility is to a large extent based on the prevailing communication climate of the organisation.

Learning outcome

Prerequisites

Bachelor degree or equivalent and 4 years of work experience. Please consult our Student regulations.

Compulsory reading

Books:

Browning, Larry D. ... [et al.]. 2008. Information and communication technologies in action : linking theory and narratives of practice. Rev. ed. Routledge. Hele boka. 300 sider.
Harris, Thomas E., Mark D. Nelson. 2008. Applied organizational communication : theory and practice in a global environment. 3rd ed. Lawrence Erlbaum. Kap. 1-12. 391 sider.
Hogg, Michael A. and Deborah J. Terry, eds. 2001. Social identity processes in organizational contexts. Psychology Press. Hele boka. 340 sider.
Lewis, L.K.. 2011. Organizational Change: Creating Change through Strategic Communication. 299 s

Articles:

Bordia, P., E. Hunt, N. Paulsen, D. Tourish, & N. DiFonzo. 2004. Uncertainty during organizational change: is it all about control?. *European journal of work and organizational psychology*. 345-366. 21 sider.
DiFonzo, N. & P. Bordia. 2002. Corporate rumor activity, belief and accuracy.. *Public relations review*. 1. 1-19. 19 sider.
Donovan, J. J.. 2001. Work motivation. I: Anderson, N ... [et al.], ed. , *Handbook of industrial, work and organizational psychology*. Sage. Kap. 3. 25 sider.
Goldhaber, Gerald M. 1993. Organizational communication. 6th ed. W.C. Brown & Benchmark. Kap. 10. 43 sider.
Goldhaber, Gerald M. 2002. Communication audits in the age of the internet.. *Management communication quarterly*. 3. 451-457. 7 sider.
Goodman, J. 2004. The medium and the message : communicating effectively during a major change initiative.. *Journal of change management*. 3. s. 217-230. 12 sider.
Hatch, M.J. 1993. The dynamics of organizational culture. *Academy of management review*. 4. p. 657-693
Kazoleas, D. & A. Wright. 2010. Improving corporate and organizational communications : a

new look at developing and implementing the communication audit.. I: Heath, R.L. ,ed, The SAGE handbook of public relations. 2nd ed. SAGE Publications. Kap. 39. Side: 471-478. 7 sider.

Saunders, M.N.K. & A. Thornhill. 2004. Trust and mistrust in organizations : an exploration using an organizational justice framework.. European Journal of Work and Organizational Psychology. 13. 493-515. 22 sider

Schein, E.H. 1990. Organizational culture. American Psychologist. 2. 109-119

Timmerman, E.C. 2003. Media selection during the implementation of planned organizational change. Management Communication Quarterly. 3. 301-341. 40 sider.

Recommended reading

Course outline

1st course module – Organisational theory and organisational communication

2nd course module – Organisational culture, identity and motivation

3rd course module – Communication and change

4th course module – Internal channels, networks and segments

5th course module – Globalisation, intercultural public relations, ethics

Computer-based tools

None

Learning process and workload

The program is conducted through five course modules, a total of 150 lecturing hours. Project tutorials differ in each Master of Management program. It will consist of personal tutorials and tutorials given in class. Generally the students may expect consulting tutorials, not evaluating tutorials. The total hours of tutorials offered is estimated to two hours pr. students following an ordinary Master of Management program. For students taking the program as their final Master of Management program the tutorials offered are estimated to a total of six hours.

Examination

The students are evaluated through a individual term paper, counting 18 ECTS credits and an individual written exam, counting ECTS 12 credits. Both evaluations must be passed to obtain a certificate for the program. The term paper must be written individually.

For students taking this program as the final Master of Management Program the following applies:

The students are evaluated through a term paper, counting for 24 credit hours and an five hours individual written exam, counting for 6 credit hours. The term paper may be written individually or in groups of maximum two persons. Both evaluations must be passed to obtain a certificate for the program.

Examination code(s)

MAN 25401 - Individual term paper; accounts for 100 % of the grade to pass the program MAN 2540, 18 credits

MAN 25411 - written exam; accounts for 100 % of the grade to pass the program MAN 2541, 12 credits

Both evaluations must be passed to obtain a certificate for the program.

For students taking this program as the final Master of Management Program the following applies:

MAN 25421 - term paper; 24 credits; accounts for 100 % of the grade to pass the program MAN 2542

MAN 25431 - individual written exam; 6 credits; accounts for 100 % of the grade to pass the program MAN 2543.

Both evaluations must be passed to obtain a certificate for the program.

Examination support materials

None

Re-sit examination

At the next ordinary exam.

Additional information

