



APPLIES TO ACADEMIC YEAR 2012/2013

ORG 3640 Management and organizational communication

Programme

Bachelor in Business Administration (3. year)

Responsible for the course

Peggy S Brønn

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian and english

Introduction

Communication is the process for managing the stakeholder relationships that drive value and build reputation for organizations. Communication is often taken-for-granted but it is the core of organizing and organizations are seen as fundamentally communicative creations. Further, effective communication is also seen as the bedrock of modern organizations. It is important that business students are provided an adequate opportunity to understand the practice and study of communication within organizational settings since the greatest portion of the work of leaders and managers is communication related.

Learning outcome

Knowledge

Students will learn the basic concepts of communication in organizations and will improve their understanding of communication within organizations and learn how communication relates to general management and the achievement of organizational goals. This includes learning how organizational structure and culture contributes to communication, the role of communication in organizations and the various forces and stakeholders that can affect an organization and its reputation.

Skills

- Understand and explain the major theories and perspectives used to examine organizational communication.
- Recognize communication issues in organizations and apply organizational communication concepts, models, and theories to resolve such issues.
- Analyze organizational communication systems, processes, and structures from multiple perspectives.
- Demonstrate knowledge of internal communication channels necessary for effective performance in different organizational contexts

Reflection

Students will develop the ability to sense accurately the meanings and feelings of oneself and others in the organization and a sense of organizational as well as interpersonal ethics.

Prerequisites

Compulsory reading

Books:

Shockley-Zalabak, Pamela. 2012. Fundamentals of organizational communication : knowledge, sensitivity, skills, values. 8th ed. Pearson Education

Recommended reading

Books:

Brønn, Peggy Simcic og Øyvind Ihlen. 2009. Åpen eller innadvendt : omdømmebygging for organisasjoner. Gyldendal akademisk

Hatch, Mary Jo and Majken Schultz. 2008. Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding. Jossey-Bass

Pjetursson, Leif. 2011. Når ledelse er kommunikation : en medreflekterende bog om lederens

kommunikative kompetencer. 2. utg. L&R Business
Smythe, John. 2007. The CEO - the chief engagement officer : turning hierarchy upside down to drive performance. Gower

Course outline

- Organizational Communication: A Competency-Based Approach
- Theoretical Perspectives for Organizational Communication
- Communication Implications of Major Organizational Theories
- Organizational Communication: Values and Ethical Communication Behaviors
- Individuals in Organizations
- Groups in Organizations
- Leadership and Management Communication
- Participating in Organizations: Developing Critical Organizational Communication Competencies
- Organizational Conflict: Communicating for Effectiveness
- Strategic Organizational Communication: Professional Applications of Organizational Communication
- Organizational Change and Communication
- Applications of Organizational Communication

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consists of 36 hours of lectures.

During the lectures the main emphasis is put on central concepts, but will also give room for discussions, assignments, activities and more. Advising will be given to the term paper.

Activity	Use of hours
Lectures	36
Preparations for lectures	36
Term paper	50
Homework and reading syllabus	42
Preparations for exam	36
Anbefalt tidsbruk totalt	200

Use of hours

36 hours - Lectures
9 hours - Advising
45 hours totalt

Examination

A project paper concludes the course. The paper is handed out in the beginning of the term and must be solved individually or in groups of up to three students.

Examination code(s)

ORG 36401 - Project paper, counts 100% to obtain final grade in ORG 3640 Management and organizational communication, 7,5 credits.

Examination support materials

All support materials allowed.

Re-sit examination

Re-sit examination is offered at the next scheduled course.

Additional information