



APPLIES TO ACADEMIC YEAR 2013/2014

ORG 3641 Management and organizational communication

Programme

Bachelor of Business Administration (3. year)

Responsible for the course

Peggy S Brønn

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian and english

Introduction

Organizational communication as a field is the consideration, analysis, and criticism of the role of communication in organizational contexts. It assumes that organizations are fundamentally communicative creations. This is because organizations are "social units of people, systematically structured and managed to meet a need or to pursue collective goals on a continuing basis". The great Chester Bernard recognized communication as an organizational discipline when he stated in 1938 that "Structure, extensiveness, and scope of the organization are almost entirely determined by communication techniques". This is why the course covers such topics as organizational networks, systems, conflict, negotiation, superior-subordinate interaction, and other aspects of organizational life.

Learning outcome

Knowledge

After completing an organizational communication course, students should have a basic understanding of the scope of communication in contemporary organizations and the communication roles of leadership. This includes an understanding of:

- the nature of organizations
- the nature of communicative processes in organizations;
- how organizational structure and culture contributes to communication
- critical organizational issues that are important to organizational functioning and which are dependent upon communication
- the connection between leadership, strategy and communication

Skills

After completed course students shall be able to:

- Understand and explain the major theories and perspectives used to examine organizational communication.
- Recognize communication issues in organizations and organizational communication concepts, models, and theories used to resolve such issues.
- Demonstrate knowledge of communication models necessary for effective performance in different organizational contexts

Reflection

Students will develop an appreciation of the need to understand 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:

Brønn, P. S. og J. K. Arnulf, red. 2013. Kommunikasjon for ledere og organisasjoner. Fagbokforlaget

Recommended reading

Books:

Pjetursson, Leif. 2011. Når ledelse er kommunikation : en medreflekterende bog om lederens kommunikative kompetencer. 2. utg. L&R Business

Shockley-Zalabak, Pamela. 2012. Fundamentals of organizational communication : knowledge, sensitivity, skills, values. 8th ed, International ed. Pearson Education. 978-0-205-08279-7

Smythe, John. 2007. The CEO : the chief engagement officer : turning hierarchy upside down to drive performance. Gower

Course outline

- Organizations and communication
 - Communication Foundations
 - Communication and Organizations
 - Organizational theory and Communication
- Management theory and Communication
 - Leadership and Management Communication
 - Leadership, Leading and Communication
 - Using Language to Create Meaning
 - Communication that Promotes Learning
- Communication Contexts
 - Interpersonal
 - Group
 - Conflict
 - Intercultural
 - Crisis and Crisis Communication
- Special Topics
 - Technology and Organizational Communication
 - Change Communication
 - Ethics and Communication
 - The Communicative Organization

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

This course consists of 33 hours of lectures.

In the lectures, the focus will be on key concepts and terms. In addition there will be arranged student presentations, discussions, exercises, activities, etc. Guidance will be given in connection with the project paper.

Coursework Requirements

During the course, students must present their work on the project paper.

Activity	Use of hours
Lectures	33
Preparations for lectures	33
Term paper	54
Homework and reading syllabus	45
Preparations for exam	35
Anbefalt tidsbruk totalt	200

Use of hours

33 hours - Lectures

12 hours - Presentations. Central controlled hours redistributed by number of students.

45 hours total

The centrally controlled hours will be redistributed by 3.5 minutes per student, so that each group of 3 students get 10.5 minutes for their presentation.

Coursework requirements

In order to be allowed to hand in the final project paper students must have made a presentation of their work, or a subject assigned to them from the readings.

Examination

Following evaluations concludes the course:

- Project paper - counts 80% of final grade

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

- One (1) hours individual multiple choice control examination - counts 20% of the final grade.

Both evaluations must be passed in order to obtain final grade.

Examination code(s)

ORG 36411 - Project paper, counts 80% to obtain final grade in ORG 3641 Management and organizational communication, 7,5 credits.

ORG 36412 - Multiple choice examination, counts 20% to obtain final grade in ORG 3641 Management and organizational communication, 7,5 credits.

Examination support materials

All support materials allowed.

Re-sit examination

Re-sit examination in project paper and multiple choice will be offered at the next scheduled course.

Students that have not passed the coursework requirements will have to retake the entire course.

Students that have not passed the project paper or the multiple choice examination or who wish to improve their grade must re-take the examination in connection with the next scheduled examination.

Additional information