This course focuses on understanding and applying the fundamental principles of communication in organizations. These elements include organizational communication models, the role of ethics and diversity, basic communication skills, interviewing skills, communicating in groups and teams, conflict management, leadership, and presentation skills. Students will learn to analyze, adapt, and improve their communication strategies in organizational settings by applying and practicing the knowledge and skills acquired in this course. Recommended for Communication Studies, Business and Education majors.
COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. describe communication situations using discipline specific terms.
2. design a conflict management strategy based on theoretical principles.
3. compare and contrast theories of organizational communication.

COURSE OBJECTIVES:

1. The role of communication in organizations.
2. Ethical issues pervading communication in organizational settings.
3. The importance of recognizing and adapting to diversity in the organizational setting.
4. Theories of organizational communication.
5. Team building concepts, particularly as they relate to meeting formats and problem-solving groups.
6. Conflict management principles and strategies.
7. Skills necessary for successful interpersonal and team communication, as well as for professional presentations.

I Interpersonal Skills

I.1. Active listening skills
I.2. Appropriate use of nonverbal cues as an integral part of overall messages.
I.3. Appropriate use of language to enhance communication relationships within organizations.
I.4. Confident and competent communication in interviews.

II Small Group and Team Building Skills

II.1. Active listening skills in group situations.
II.2. Effective use of nonverbal cues in group contexts.
II.3. Creative and critical thinking skills.
II.4. A methodical approach to problem-solving in groups and teams.

III Presentation Skills

III.1. The ability to gather and use supporting materials for presentations.
III.2. The ability to organize ideas and create an informative presentation.
III.3. The ability to use various methods of persuasion to deliver a persuasive business presentation.

COURSE CONTENT:

LECTURE CONTENT:

A. Introduction to Communication in Organizations
   1. The communication process
   2. Communication problems in organizations
   3. Organizational communication theories
   4. Organizational culture

B. Communication Competence in Organizational Settings
   1. The role of values and ethics in business communication
   2. Organizational structures
   3. Communication climate
   4. Internal and external communication
   5. Managing communication anxiety

C. Diversity in Organizations
   6. Defining diversity
   7. Types of diversity
   8. Communication skills
   9. Standards of organizational protocol

C. Listening Skills
   1. Components of the listening process
2. Benefits of good listening
3. Consequences of poor listening
4. Elements of active listening

D. Verbal Communication Skills
   1. Identifying problematic language use
   2. Using concrete, descriptive language

E. Nonverbal Communication Skills
   1. Types of nonverbal communication cues
   2. Using and interpreting nonverbal cues effectively

F. Organizational Leadership Skills
   1. Functions of leaders
   2. Skills important to leaders
   3. Building trust, understanding, and empowerment

G. Principles of Interviewing
   1. Structuring the interview
   2. Asking effective questions
   3. Providing feedback
   4. Elements of employment interviews
   5. Elements of appraisal interviews
   6. Elements of disciplinary interviews
   7. Elements of media interviews

H. Fundamentals of Group and Team Communication
   1. Definition of small groups and teams
   2. Important elements of group communication
   3. Leadership theories
   4. Special group situations
   5. Meeting facilitation skills

I. Problem Solving Groups
   1. Creating the agenda and addressing goals
   2. Critical thinking skills
   3. The Reflective Thinking Method
   4. Alternative decision making methods
   5. Evaluating group effectiveness

J. Conflict Management
   1. Definition of conflict
   2. Conflict management styles
   3. Principles of negotiation
   4. Dealing with difficult people

K. General Presentation Principles
   1. Identifying clear topic and purpose

L. Analyzing the audience
   1. Gathering and using support
   2. Developing an introduction and conclusion
   3. Principles of outlining
   4. Aspects of effective delivery
   5. Standard industry presentation technology

M. Types of Presentations
   1. Informative presentations
   2. Motivational presentations
   3. Persuasive presentations
   4. Organizational patterns
   5. Effective use of visual aids
METHODS OF INSTRUCTION:

A. Lecture:
B. Tutoring – noncredit:
C. Other simultaneous interactive:
D. Field Experience:
E. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
   Reading Assignments
      Textbook
   Out-of-class Assignments

Writing Assignments

1. Projects, to include:
   · Team Seminar Project
   · Informational Presentation
   · Motivational Presentation
   · Career interview/analysis
   · Conflict management evaluation

2. To summarize learning objectives, students will be required to demonstrate their knowledge and appropriate application of communication principles in periodic examinations, written assignments and oral presentations.

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:

1. All behavioral objectives require critical thinking
2. Case studies will be used extensively in class as a critical thinking tool. These assignments will be completed in groups, requiring students to apply principles learned in the text and class discussions to real life situations.

Required Writing, Problem Solving, Skills Demonstration:

1. Projects, to include: · Team Seminar Project · Informational Presentation · Motivational Presentation · Career interview/analysis · Conflict management evaluation
2. To summarize learning objectives, students will be required to demonstrate their knowledge and appropriate application of communication principles in periodic examinations, written assignments and oral presentations.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

Other:
1. Syllabus
   Videotapes
   Handouts
   Access to current presentation software programs such as Microsoft PowerPoint

LIBRARY:
   Adequate library resources include:

Comments:

Attachments:
   Attached Files