



The University of Southern Queensland

Course specification

Description: Issues in Organisational Communication

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|-----------|
| PRL | 1004 | 55083 | 2, 2006 | ONC | 1.00 | Toowoomba |

| | |
|-----------------------------------|--------|
| Academic group: | FOART |
| Academic org: | FOA004 |
| Student contribution band: | 1 |
| ASCED code: | 100700 |

STAFFING

Examiner: Chris Kossen

Moderator: Aidan Burke

SYNOPSIS

This course provides students preparing to enter professional contexts with conceptual frameworks for understanding and analysing the practices that shape the structure of communication in organizations. Students will also develop a range of practical and conceptual skills for the strategic management of organisational communication including the areas of organisational culture and communicative climate. This course will also examine the ways in which communicative processes can be used to facilitate strategic planning and policy development for organisations.

OBJECTIVES

On completion of this course students will be able to:

1. articulate an understanding of conceptual frameworks used to examine and analyse organisational culture and communication;
2. apply organisational communication structures and processes;
3. evaluate and justify a range of theoretical frameworks used to examine and analyse organisational culture and communication;
4. apply a range of practical and conceptual skills for the strategic management of organisational communication, culture and communicative climate;
5. demonstrate knowledge on a range of ways in which communicative processes can be used to facilitate strategic planning and policy development for organisations;
6. evaluate a range of organisational communication management approaches and strategies.

TOPICS

| | Description | Weighting (%) |
|----|--|---------------|
| 1. | Conceptual frameworks and perspectives on organisational culture and communication. | 15.00 |
| 2. | Organisational communication theory and the analysis of organisational communication structures and processes. | 15.00 |
| 3. | Critical evaluation of organisational communication theories. | 15.00 |
| 4. | Management approaches to organisational culture and communication structures. | 20.00 |
| 5. | Communicative processes and strategy in strategic planning and policy development for organisations. | 20.00 |
| 6. | Evaluating organisational communication management approaches and strategies. | 15.00 |

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Daniels, T, Spiker, B & Papa, M 1997, *Perspectives on organizational communication*, 4th edn, McGraw-Hill, Boston.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Dwyer, J 2005, *Communication in business: strategies and skills*, 3rd edn, Pearson Education, Frenchs Forest, NSW.

Galvin, M, Prescott, D & Huseman, R 1992, *Business communication: strategies and skills*, 4th edn, Holt, Rinehart & Winston, Sydney.

Harris, T 2002, *Applied organizational communication: principles and pragmatics for future practice*, 2nd edn, Lawrence Erlbaum Associates, Mahwah, NJ.

Nutting, H & Cielens, M & Strachan, J 1996, *The business of communicating*, 3rd edn, McGraw-Hill, Sydney.

Pace, R & Faules, D 1994, *Organizational communication*, 3rd edn, Prentice Hall Inc, Englewood Cliffs.

Prescott, D & Lang, B 1993, *Communicating at work*, Harcourt Brace Jovanovich, Sydney.

Rasberry, RW & Lemoine, LF 1994, *Effective managerial communication*, 2nd edn, Wadsworth, Belmont.

Spangle, M & Moorhead, J 1997, *Interpersonal communication in organizational settings: communication skills for business*, Kendall/Hunt Publishing Company, Iowa.

Starkey, K 2004, *How organizations learn: managing the search for knowledge*, 2nd edn, Routledge, London.

Waddell, D, Cummings, TG & Worley, CG 2000, *Organisation development and change*, 2nd edn, Nelson Thomson Learning, South Melbourne.

STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY | HOURS |
|----------------|-------|
| Directed Study | 76.00 |
| Private Study | 65.00 |
| Tutorials | 24.00 |

ASSESSMENT DETAILS

| Description | Marks out of | Wtg(%) | Due date |
|-----------------------------------|--------------|--------|-----------------------------|
| TUTE PRESENTATION | 100.00 | 20.00 | 24 Jul 2006 (see note 1) |
| APPLIED THEORY PROJECT 3000 WD | 100.00 | 60.00 | 03 Nov 2006 (see note 2) |
| ASSIGNMENT JOURNAL | 100.00 | 20.00 | 03 Nov 2006 (see note 3) |

NOTES

1. TUTORIAL PRESENTATION DATE WILL BE ADVISED AT BEGINNING OF SEMESTER. This assessment item relates to Objectives 2, 3, and 5
2. This assessment item relates to Objectives 1, 2, 3, 4, and 5.
3. This assessment item relates to Objectives 1, 2, 3, 4, 5 and 6.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. For this course, normal class attendance consists of one 1 hour lecture and one 2 hour tutorial per week.
- 2 Requirements for students to complete each assessment item satisfactorily:
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:

To be assured of receiving a passing grade, a student must: (i) submit all of the summative assessment items; and (ii) achieve at least 50% of the available weighted marks for the summative assessment items.

- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (d) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (e) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (f) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

- 1 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)