



The University of Southern Queensland

## Course specification

<b>Description: Organisational Communication</b>						
Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	5001	54760	2, 2006	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA004
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100700

### STAFFING

Examiner: Aidan Burke

Moderator: Chris Kossen

### RATIONALE

This course examines the role of Communication in an applied context by focusing on intra-organisational paradigms of individual, group, network and corporate cultures. In particular it addresses the main theoretical approaches to organisational communication including the Scientific approach, the Human Relations School, Systems Theory, Contingency Theory and the Ethnographic 'subjectivist' Approaches as well as discussing philosophical approaches.

### SYNOPSIS

This course provides a theoretical and conceptual foundation for an understanding of organisational communication by focusing on intra- organisational paradigms of individual, group, network and corporate cultures. In particular it addresses the main theoretical approaches to organisational communication including the Scientific approach, the Human Relations School, Economic/ Rationalism, and Philosophical Approaches and how these are integrated into organisational structures. The impact of the individual as well as the group as part of the communication process is examined including social influence and conformity, cohesiveness, role structure and superior/subordinate relations. Organisational innovation and change that reflects empowerment and organisational communication is also addressed.

### OBJECTIVES

On successful completion of this course students should:

1. understand the application of communication theory to organisational communication; (all assessment items refer)
2. have developed perspectives on the transition from traditional social science approaches concerning organisational communication to the emergence of naturalistic, interpretative scholarship in the field; (all assessment items refer)
3. understand the standard theories of organisation and organisational effectiveness as well as traditional scholarship or communication structure and function,

- superior-subordinate relationships and group decision making; (all assessment items refer)
4. be able to discuss organisational communication themes from the perspective of structural-functionalism, a contemporary model in the contemporary functionalist view of organisational culture; (all assessment items refer)
  5. be able to evaluate communication theory in its application to the functioning of organisations. (all assessment items refer)

## TOPICS

Description	Weighting (%)
1. Traditional Approaches: An orientation to Organisational Communication.	10.00
2. The Theory of Organisation and Organisational Effectiveness	10.00
3. Interaction in Organisational Communication Effectiveness	10.00
4. Philosophical Approaches	10.00
5. Management Approaches and Organisational Culture	10.00
6. Economic Rationalism	10.00
7. Dyadic Communication and Employee Participation	5.00
8. The Influence of Communication Technology	5.00
9. Planning Organisational Communication Change	5.00
10. Group Communication	5.00
11. The Role of Management: Leadership	10.00
12. Organisational Communication Evaluation	5.00
13. Changing Organisational Communication	5.00

## 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.

Refer to Course Resources.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	100.00
Private Study	65.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
LITERATURE REVIEW 2000 WORDS	100.00	40.00	15 Sep 2006
APPLIED THEORY ESSAY 3000 WORD	100.00	60.00	27 Oct 2006

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this external course. However, it is the student's responsibility 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.
- 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 a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.
- 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 despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) 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. (d) 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. (e) 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.)
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