



The University of Southern Queensland

Course specification

Description: Management Communication						
Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	8005	55329	2, 2006	ONC	1.00	Springfield

Academic group:	FOART
Academic org:	FOA004
Student contribution band:	2
ASCED code:	080509

STAFFING

Examiner: Chris Kossen
Moderator: Aidan Burke

REQUISITES

Pre-requisite: Students must be enrolled in the following Program: MPRL

SYNOPSIS

This course is designed to enable students to evaluate the role of key conceptual frameworks that underpin the organisational structures and communication practices of organisations. The course reviews a range of influential approaches to organisational communication including: traditional Classical and Scientific approaches; Human Relations approaches; Eastern based Philosophical approaches; along with Neo-Classical Economic and Free Market Economy approaches. Students in this course will critically analyse and evaluate factors of influence stemming from these approaches in shaping functional organisational cultures and effective communication and information distribution through organisations at a range of key points including communication between: individuals; within and between work teams; across organisational networks and the role and practices of management.

OBJECTIVES

On completion of this course students will be able to:

1. understand the application of communication theory to organisational communication (Assessment item 1 refers)
2. have developed perspectives on the transition from traditional social science approaches concerning organisational communication to the emergence of naturalistic, interpretive scholarship in the field (Assessment item 1 refers)
3. understand the standard theories of organisation and organisational effectiveness as well as traditional scholarship on communication structure and function, superior-subordinate relationships and group decision making (Assessment items 1 and 2 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 (Assessment items 1 and 2 refer)
5. be able to evaluate communication theory in its application to the functioning of organisations (Assessment items 1 and 2 refer)

TOPICS

	Description	Weighting (%)
1.	Organisational Communication and Effectiveness	5.00
2.	Classical and Scientific and Organisational Communication	10.00
3.	Human Relations and Organisational Communication	10.00
4.	Eastern-based Philosophical and Organisational Communication	10.00
5.	Neo-Classical Economics and Organisational Communication	10.00
6.	Management Approaches and Organisational Culture: Social Influence, Conformity and Cohesiveness	10.00
7.	Individual Employee Interaction and Organisational Communication	5.00
8.	Work Team Interaction and Organisational Communication	5.00
9.	Organisational Networks and Organisational Communication	5.00
10.	Leadership and Communication Management	10.00
11.	Reviewing and Evaluating Communication Management	10.00
12.	Planning Change and Organisational Communication Management	10.00

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, Spoker, 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	83.00
Lectures	13.00
Private Study	40.00
Tutorials	26.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
LITERATURE REVIEW 200 WORDS	100.00	40.00	22 Sep 2006
APPLIED THEORY ESSAY 3000 WORD	100.00	60.00	03 Nov 2006

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.
- 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 attempt all of the summative assessment items, and 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) 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. (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.)
 - 2 This public relations course maintains a high standard of spelling, grammar, syntax and style. Faults in any of these could render a project or proposal unacceptable,
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