Course Name (English)	COMMUNICATION AUDIT APPROVED
Course Code	CMP651

MQF Credit	2

Course Description	This course will equip the students with a detailed framework for assessing organizational communication processes and to provide diagnosis through a wide variety of methodologies in data gathering and analysis. The course explores a study of systematic and comprehensive examination of an organization's communication system which will helps the organization to obtain feedback and information about the effectiveness of the organization's communication practices. A student will be guided to planning, implementing and interpreting the results from communication audits. It will provide an experiential learning for learners while implementing simulation as a communication consultant through the audits cycles in a group project. The fieldwork will also help the students to understand the real-world applications in an organizational setting and be an impetus for lifelong learning.

Transferable Skills	Presentation Skills, Work Ethic Analytical/Problem Solving Skills, Interpersonal Skills & Technical Skills.

Teaching Methodologies	Lectures, Discussion, Presentation, Workshop, Project-based Learning

CLO		
	CLO1	Perform managerial skills in communication audits proposal for selected organisation.
	CLO2	Perform strategic communication assessment in the communication audits project for the client.
	CLO3	Examine theoretically on the research and managerial perspectives of communication audit outcomes.

Pre-Requisite Courses	No course recommendations

Topics
1. Communication Audits as Organisational Development 1.1) Communication and Organisational Success 1.2) Communication in the Work Organisation 1.3) Nature of Communication Assessments 1.4) Management Rationale for Assessments 1.5) The Role of Audits 1.6) Conclusion
2. Initiating and Planning an Assessment 2.1) Initiation 2.2) Planning 2.3) Perspective of an Assessment 2.4) Conclusion
3. Conducting Team Audits 3.1) Basic Considerations 3.2) Initiation Phase 3.3) Planning Phase 3.4) Data Collection Phase 3.5) Interpretation Phase 3.6) Instruction for Audit Classes 3.7) Conclusion

4. Data Analysis and Interpretation
4.1) Nature of Interpretation
4.2) Relation of Theory to Audits
4.3) Management of Qualitative Data
4.4) Management of Quantitative Data
4.5) Linking Data with Communication Value to Organisation
4.6) Conclusion

5. The Audits Report
5.1) Crafting the Audit Report
5.2) Communicating the Report (Oral and Written)
5.3) Preparing the Audits Report (Interim and Final)
5.4) Strategic Audits Documentation and its Value to the Organisation
5.5) Conclusion

6. Diagnosis through Questionnaires
6.1) Designing a Questionnaire
6.2) Administrating the Questionnaire
6.3) Analyzing the Questionnaire Data
6.4) Conclusion

7. The International Communication Association Survey
7.1) An Overview of the Survey
7.2) Analysis and Interpretation
7.3) Advantages of the ICA Survey
7.4) Vulnerabilities of the ICA Survey
7.5) Conclusion

8. Downs-Hazen Communication Satisfaction Questionnaire
8.1) Historical Development
8.2) Overview of the Questionnaire
8.3) Analysis
8.4) Instrument Evaluation
8.5) Research Trends
8.6) Conclusion

9. The Interviews
9.1) Advantages of Interviews
9.2) Limitations of Interviews
9.3) Scheduling for Interviews
9.4) Interviews Selection
9.5) Conducting the Interviews
9.6) Recording Information Quality and Systematically
9.7) Synthesizing the Data
9.8) Examples of Audits Conclusions

10. Focus Group Interviews
10.1) History
10.2) Nature of the Focus Group Interviews
10.3) Advantages & Challenges of Focus Groups
10.4) Facilitating a Focus Group
10.5) Analyzing the Data
10.6) Preparing a Final Report
10.7) Conclusion

11. Communication Audits: Strategies, Issues & Futures
11.1) Communication Audits Strategies
11.2) Issues in managing communication audits
11.3) Prospects of communication audits

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	The student need to prepare internal communication audits proposal for selected organisation.	20%	CLO1
	Final Test	The final test based on lectures topic.	40%	CLO3
	Group Project	The group need to prepare a communication audit report for selected organisation and conduct a sharing session on the audit findings.	40%	CLO2

Reading List	Recommended Text	• Cal W. Downs,Allyson D. Adrian 2012, *Assessing Organizational Communication*, Guilford Press New York [ISBN: 1593850107] • Rosli Mohammed 2016, *Audit komunikasi organisasi*, UUM Press Sintok
	Reference Book Resources	• Argenti, P.A 2015, *Corporate Communication*, 7th ed Ed., McGraw-Hill New York • Kaufmann, R. & Guerra-Lopez, I. 2013, *Needs assessment for organizational success*, American Society for Training & Development Alexandria • Mullins, L.J. 2016, *Management and organizational behavior*, 11th ed. Ed., Pearson London:
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	