



**UNIVERSITI TEKNOLOGI MARA**

**MPC731: ORGANIZATIONAL COMMUNICATION**

<b>Course Name (English)</b>	ORGANIZATIONAL COMMUNICATION <b>APPROVED</b>				
<b>Course Code</b>	MPC731				
<b>MQF Credit</b>					
<b>Course Description</b>	This course examines fundamental concepts, theories and models in the field of organizational communication. It investigates the reciprocal relationships between organizational processes and communication practices involving concepts and variables such as power and control, decision-making, conflict resolution, and organizational change arising from technology and globalization. The course emphasizes research and analyses, and students will have the opportunity to develop a focused area of expertise within the general field of organizational communication that is relevant to their interests and career goals.				
<b>Transferable Skills</b>	<ul style="list-style-type: none"> <li>• Knowledge of theories and models of organizational communication Research skills</li> <li>• Critical and analytical skills</li> <li>• Academic writing skills</li> <li>• Project management skills</li> <li>• Presentation skills</li> </ul>				
<b>Teaching Methodologies</b>	Lectures, Case Study, Problem Based Learning (PBL), Discussion, Presentation, Collaborative Learning				
<b>CLO</b>	<p>CLO1 Explain the major theories and models of organizational communication.</p> <p>CLO2 Apply concepts, models and theoretical frameworks of organizational communication to analyze particular communication-related cases, situations or issues involving organizations and/or their members.</p> <p>CLO3 Evaluate organizational communication research and practice.</p>				
<b>Pre-Requisite Courses</b>	No course recommendations				
<b>Reading List</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Recommended Text</b></td> <td>• Miller, K. 2015, <i>Organizational communication: Approaches and processes.</i>, 7th. Ed. Ed., 14, Cengage Learning New York [ISBN: 978-12851642]</td> </tr> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>• Cheney, G., Christensen, L.T., Zorn, T.E. &amp; Ganesh, S. 2011, <i>Organizational communication in an age of globalization: Issues, reflections, practices.</i>, 2nd. Ed. Ed., Waveland Press Long Grove, IL: [ISBN: 978-157766640]</li> <li>• Eisenberg, E.M., Goodall, H.L. Jr., &amp; Tretheway, A. 2016, <i>Organizational communication: Balancing creativity and restraint.</i>, 8th. Ed. Ed., Bedford/St Martin's Boston [ISBN: 978-131905234]</li> <li>• Modaff, D.P., Butler, J., &amp; De Wine, S. 2016, <i>Organizational communication: Foundations, challenges and misunderstandings</i>, 4th. Ed. Ed., Pearson Boston [ISBN: 978-020598370]</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	• Miller, K. 2015, <i>Organizational communication: Approaches and processes.</i> , 7th. Ed. Ed., 14, Cengage Learning New York [ISBN: 978-12851642]	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Cheney, G., Christensen, L.T., Zorn, T.E. &amp; Ganesh, S. 2011, <i>Organizational communication in an age of globalization: Issues, reflections, practices.</i>, 2nd. Ed. Ed., Waveland Press Long Grove, IL: [ISBN: 978-157766640]</li> <li>• Eisenberg, E.M., Goodall, H.L. Jr., &amp; Tretheway, A. 2016, <i>Organizational communication: Balancing creativity and restraint.</i>, 8th. Ed. Ed., Bedford/St Martin's Boston [ISBN: 978-131905234]</li> <li>• Modaff, D.P., Butler, J., &amp; De Wine, S. 2016, <i>Organizational communication: Foundations, challenges and misunderstandings</i>, 4th. Ed. Ed., Pearson Boston [ISBN: 978-020598370]</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources				
<b>Other References</b>	This Course does not have any other resources				