



UNIVERSITI TEKNOLOGI MARA

CMP533: ORGANIZATIONAL COMMUNICATION

Course Name (English)	ORGANIZATIONAL COMMUNICATION APPROVED
Course Code	CMP533
MQF Credit	3
Course Description	This course intends to expose students to the different faces of management and types of communication processes that organisations member do in order to achieve the objectives set by the organisation. The course targets to familiarize the students with strategies that organisations normally use to achieve desired goals, to enhance their image as well as to curb problem emerging from their communication effectiveness.
Transferable Skills	communication skills. leadership skills. event management
Teaching Methodologies	Lectures, Case Study
CLO	CLO1 Explain the theories of organisational communication in organisation. CLO2 Demonstrate social interaction with respective bodies through case study related to organisation structure CLO3 Describe the issues that arise in managing organisation with positive values and attitude.
Pre-Requisite Courses	No course recommendations
Topics	
1. Organizational Communication : An Introduction 1.1) 1.1 What is an Organization? 1.2) 1.2 Types of Organization 1.3) 1.3 Characteristics of Organization 1.4) 1.4 Functions of Communication in Organization 1.5) 1.5 Formal Communication Flow and Impact	
2. Organization as a social system and culture 2.1) 2.1 The nature of Social System 2.2) 2.2 Major Ideas of Social System 2.3) 2.3 Organizational Culture 2.4) 2.4 Creating the Organisational Culture 2.5) 2.5 Factors Shaping Organisational Culture 2.6) 2.6 Sustaining Organizational Culture	
3. Perception and Learning 3.1) 3.1 Defining of Perception 3.2) 3.2 Understanding the Process of Perception 3.3) 3.3 Factors Influencing Perception 3.4) 3.4 Perceptual Distortions 3.5) 3.5 Managing Perceptual Distortions 3.6) 3.6 Kelly's Attribution Theory 3.7) 3.7 Self-fulfilling Prophecy : The Pygmalion Effect	
4. Motivation 4.1) 4.1 The Nature of Motivation 4.2) 4.2 The Importance of Motivation 4.3) 4.3 Relationship Between Motivation and Performance 4.4) 4.4 Motivation Theories	

<p>5. Attitudes and Job Satisfaction</p> <p>5.1) 5.1 Defining the Attitudes 5.2) 5.2 Job Satisfaction 5.3) 5.3 Impact of Job Satisfaction to Organization 5.4) 5.4 Measuring Employee's Job Satisfaction Levels 5.5) 5.5 Effects of Job Satisfaction on Employees 5.6) 5.6 Expressing Job Satisfaction at Work 5.7) 5.7 Importance of Having Satisfied Workers</p>
<p>6. Power and Politics</p> <p>6.1) 6.1 Definition of Power 6.2) 6.2 Power and Leadership 6.3) 6.3 Bases of Power 6.4) 6.4 Dependency, the Key to Power 6.5) 6.5 Power Tactics 6.6) 6.6 Coalitions, the Power in Numbers 6.7) 6.7 Politics, the Power in Action</p>
<p>7. Decision Making</p> <p>7.1) 7.1 The Nature of Decision Making 7.2) 7.2 Factors Influencing Decisions in Organisation 7.3) 7.3 Decision-making Process 7.4) 7.4 Individual Decision Making 7.5) 7.5 Group Decision Making 7.6) 7.6 Ethics in Decision Making</p>
<p>8. Communication</p> <p>8.1) 8.1 What is Communication 8.2) 8.2 Functions of Communication in Organisations 8.3) 8.3 The Communication Process 8.4) 8.4 Direction of Communication 8.5) 8.5 Interpersonal Communication 8.6) 8.6 Barriers to Effective Communication 8.7) 8.7 Improving Communication Skills 8.8) 8.8 Issues in Communication</p>
<p>9. Conflict</p> <p>9.1) 9.1 Definition of Organisational Conflict 9.2) 9.2 Sources of Conflict 9.3) 9.3 Elements of Conflict 9.4) 9.4 The Conflict Process 9.5) 9.5 Ways to Manage Conflict 9.6) 9.6 Strategies for Managing Conflict 9.7) 9.7 Negotiation Strategies and Process</p>
<p>10. Stress and Emotion</p> <p>10.1) 10.1 Introduction of Stress and Emotion 10.2) 10.2 Causes and Sources of Stress 10.3) 10.3 Consequences of Stress 10.4) 10.4 Relationship Between Stress and Job Performance 10.5) 10.5 Managing Stress 10.6) 10.6 Nature of Emotions and Moods 10.7) 10.7 Source of Emotions and Moods 10.8) 10.8 Emotional Labour 10.9) 10.9 Emotional Intelligence</p>
<p>11. Organisational Change & Communication</p> <p>11.1) 11.1 Concepts of Change 11.2) 11.2 Forces of Change 11.3) 11.3 The Change Process 11.4) 11.4 Costs and Benefits of Change 11.5) 11.5 Resistance to Change 11.6) 11.6 Managing Resistance to Change</p>
<p>12. Summary and Conclusion</p> <p>12.1) n/a</p>
<p>13. Group Presentation from Group Project</p> <p>13.1) n/a</p>
<p>14. Final Test</p> <p>14.1) n/a</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	individual assignment	20%	CLO2
	Group Project	case study presentation	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Peck Richmon, Virginia and Mc Croskey C. Jame 2012, <i>Organizational Communication: For Survival, M</i>, 4 Ed., Pearson Boston • Miller, Katherine 2014, <i>Organizational Communication: Approaches and</i>, 5 Ed., Wadsworth Cengage Learning, U.S. US • Zalabak, Pamela Shockley 2014, <i>Fundamental of Organisational Communication</i>, 8 Ed., Allyn and Bacon New York • Kramer, W.M 2016, <i>Organizational Communication: A Lifespan Approach</i>, 1st Ed., Oxford University Press US • Papa.MJ, Daniels T.D & Spiker, B.K 2012, <i>Organisational Communication: Perspectives and Trends.</i>, 2nd Ed., Sage Publication Los Angeles
	Reference Book Resources	<ul style="list-style-type: none"> • Sarah, Azfahanee & Rosliza 2017, <i>Organizational Behaviour</i>, 2 Ed., 17, Oxford Fajar Shah Alam [ISBN: 9789834721671]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	