



UNIVERSITI TEKNOLOGI MARA

COM666: ORGANISATIONAL COMMUNICATION

Course Name (English)	ORGANISATIONAL COMMUNICATION APPROVED
Course Code	COM666
MQF Credit	3
Course Description	This course intends to expose students to the different faces of management and types of communication processes that organizations member do in order to achieve the objective set by the organization. This course targets to familiar students with strategies that organizations normally use to achieve desired goals, to enhance their image as well as to curb problems emerging from their communication ineffectiveness.
Transferable Skills	Students will gain skills to create, sharing, planning, coordinate information and many more, that necessary in their future career.
Teaching Methodologies	Lectures, Case Study, Presentation, Journal/Article Critique
CLO	<p>CLO1 To apply the fundamental theories of management in accordance to the organizational communication disciplines.</p> <p>CLO2 To clarify the basic concept of effective organizational communication.</p> <p>CLO3 To recognize the important of organizational communication in managing organizations.</p> <p>CLO4 To scrutinize organizational obstacles, challenges, and be able to recommend solutions.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Organizational Communication: An Introduction	
1.1) Types and Characteristics of Organization 1.2) Functions of Communication in Organization 1.3) Types of Communication in Organization	
2. Management Theory and Organizational Communication	
2.1) The Functional Approach 2.2) Emerging Perspectives 2.3) Meaning-Centered Approach	
3. Ethics of Organizational Communication	
3.1) Ethical Decisions 3.2) Influences for Ethical Organisational Communication	
4. Managing Information	
4.1) Types of message 4.2) Criteria for effective communicated message 4.3) New technology in Organization	
5. Leadership and management communication	
5.1) Theories of leadership and management 5.2) Constructive communication behaviors for leaders	
6. Crisis Communication	
6.1) Crisis communication planning 6.2) Organizations and crisis communication 6.3) To tackle crisis communication	
7. Communication Networks	
7.1) Types of communication networks	

8. Organizational conflict: Communicating for effectiveness 8.1) Defining and describing communication conflict 8.2) Types of communication conflict
9. Organizational change and communication 9.1) Why people resist changes in organizations 9.2) The willingness to adopt 9.3) Introducing change
10. Organizational Cultures 10.1) Organizations and Cultures
11. Developing critical organizational communication 11.1) Decision making and problem solving 11.2) Barriers and process to problem
12. Strategic Organizational Communication 12.1) The organization and its environment 12.2) Strategic management 12.3) Ethical issues in strategic organizational communication
13. Organizational communication and contemporary issues 13.1) Case study presentation

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	15%	CLO2 , CLO3
	Group Project	To study the company profile of particular organization	25%	CLO1 , CLO3 , CLO4
	Quiz	Mid Term Test	20%	CLO2 , CLO3 , CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> Zalabak, Pamela Shockley 2012, <i>Fundamentals of Organizational Communication</i>, 8 Ed., Allyn & Bacon US

Article/Paper List
This Course does not have any article/paper resources

Other References
<ul style="list-style-type: none"> Book Miller, Katherine 2012, <i>Organizational Communication: Approaches and Processes</i> , Wardsworth Cengage Learning, US