Subject Code	ENGL3008
Subject Title	Fundamentals of Organisational Communication
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	This subject will introduce the students to different theoretical and methodological approaches to the study of organisational communication, and guide them towards a critical examination and evaluation of a range of organisational communicative processes and practices.
Intended Learning Outcomes	Upon completion of the subject, students will be able to:  Category A: Professional/academic knowledge and skills  a. examine the theories and methodologies for understanding and analyzing the salient processes and factors in organisational communication;  b. apply their understanding of theories and methodologies in the analysis and appraisal of real-life communicative events in organisations.  c. develop their knowledge of the role, and competencies in the use, of English language in organisational communication;  Category B: Attributes for all-roundedness  d. develop a more grounded sense of social and national responsibility, leadership and entrepreneurship through an enhanced understanding of organisational communication;  e. develop a more global outlook in combination with and understanding of the importance of organisational communication;  f. employ a range of strategies for effective communication and learning autonomously and collaboratively; and  g. develop intellectual curiosity to work both independently and as part of a team:  h. develop analytical reasoning, critical thinking, and problem solving skills:  • analytical reasoning: to think in a logical manner, supporting ideas with well-reasoned arguments and evidence

Subject Synopsis/ Indicative Syllabus	argument • problem solv answers, and the problem  1. Diagnosing col 2. Organisation th 3. Communicatin	ing: to under select the manunication neory: Perspeg within org.	rstance nost a nost a n in or ective anisat	flaw	oroble oriate ation comme	em, en decis	nsister xplore ion/se	ncy e pla oluti	in a	an ole or	
Synabus	<ol> <li>Enhancing internal and external organisational communication</li> <li>Breaking organisational barriers: communication in practice</li> <li>Persuasive communication in organisations</li> <li>Communicating organisational innovation and change</li> <li>The communication consequences of downsizing trust, loyalty and commitment</li> <li>Effective communication during a crisis</li> <li>Communication audit: measuring and monitoring organisational communication</li> </ol>										
Teaching/ Learning Methodology	The subject places a heavy focus on practical applications, particularly by making a tight link between theoretical input and practical applications using real-life examples and drawing on the students' work experience, where possible. Case studies, discussions and role simulations will be used to consolidate the concepts and theories introduced.  Through reading the course materials and carrying out a variety of learning activities, learners are expected to further develop critical and										
	creative thinking, capacity for reflection, ability to integrate theories and applications, and good English language and communication skills.										
Assessment Methods in Alignment with Intended Learning	Specific assessment methods/tasks weighting weighting to be assessed (Please tick as appropriate)								es		
Outcomes			a	b	c	d	e	f	g	Н	
	1. Term paper	30%	✓	✓	✓				<b>✓</b>	✓	
	2. Group oral presentation	20%	✓	✓	<b>✓</b>	✓	<b>✓</b>	✓	<b>√</b>	<b>✓</b>	

	3. Group written project	50%	✓	✓	✓	✓	<b>✓</b>	✓	✓	
	Total	100 %								•
	The term paper is to check students' understanding of key concepts and their ability to apply these concepts to the analysis of aspects of organizational communication. The group project, consisting of an oral presentation and a written report, gives students the opportunity to showcase the design, implementation and outcomes of a small-scale study conducted in an organisation or across organisations on a relevant subject topic.									
Student Study	Class contact:									
Effort Expected	<ul> <li>Lectures</li> </ul>							39 Hrs.		
	■ Seminars							0 Hrs.		
	Other student study effort:									
	Private study							58 Hrs.		
	■ Take-home assignments							29 Hrs.		
	Total student study effort							126 Hrs.		
Reading List and References	Recommended reading  Hargie, O., & Tourish, D. (2004). <i>Key Issues in Organisational Communication</i> . London; New York: Routledge.  Leech, C. (2005). Communication in organizations [electronic resource].  Jordan Hill, England: Butterworth-Heinemann.									ce].
	Further reading									
	Blundel, R. (2004). Effective Organisational Communication:  Perspectives, Principles, and Practices. Harlow, England; New York: Financial Times Prentice Hall.  DiSanza, J. R. (2009). Business and Professional Communication:  Plans, Processes, and Performance. Boston: Pearson/Allyn and Bacon.  Hargie, O. and Tourish, D. (2009). Handbook of Communication Audits for Organisations. London: Routledge.  May, S., & Mumby, D.K. (2005). Engaging Organisational  Communication Theory And Research: Multiple Perspectives.  Thousand Oaks, CA: Sage.									