

COMM M18: INTRODUCTION TO ORGANIZATIONAL COMMUNICATION

Originator

rpetrello

Co-Contributor(s)
Name(s)

Mora, Priscilla (pmora)

College

Moorpark College

Discipline (CB01A)

COMM - Communication Studies

Course Number (CB01B)

M18

Course Title (CB02)

Introduction to Organizational Communication

Banner/Short Title

Intro to Organizational Comm

Credit Type

Credit

Start Term

Fall 2022

Catalog Course Description

Introduces the fundamental principles of communication in organizations including organizational communication models, the role of ethics and diversity, basic communication skills, interviewing skills. Examines such topics as communicating in groups and teams, conflict management, leadership, presentation skills and identifying and amending ineffective communication within organizations. Focuses on analyzing, adapting, and improving communication strategies in organizational settings by applying and practicing the knowledge and skills acquired in this course.

Taxonomy of Programs (TOP) Code (CB03)

1506.00 - Speech Communication

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

E - Non-Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | identify unique organizational communication techniques that contribute to employee effectiveness. |
| 2 | identify the role of culture, diversity, and appropriate communication processes, in a diverse workforce. |
| 3 | demonstrate the ability to resolve complex issues that are disruptive to personal, team, and organizational functioning through the use of conflict management skills. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | distinguish the major schools of thought in the study of communication in organizations. |
| 2 | describe the major functions of communication in organizations. |
| 3 | identify and evaluate the functions and processes of groups in organizations. |
| 4 | identify and evaluate major perspectives on leadership in organizations. |
| 5 | analyze a case study of organizational communication. |

6 evaluate research on power, socialization/assimilation, motivation/performance, feedback, decision making, and strategic communication in organizations.

Course Content

Lecture/Course Content

10.00%

Communication Competence in Organizational Settings:

1. The role of values and ethics in business communication
2. Organizational structures
3. Communication climate
4. Internal and external communication
5. Managing communication anxiety

10.00%

Diversity in Organizations:

1. Defining diversity
2. Types of diversity
3. Communication skills
4. Standards of organizational protocol

10.00%

Listening Skills:

1. Components of the listening process
2. Benefits of good listening
3. Consequences of poor listening
4. Elements of active listening

10.00%

Verbal Communication Skills:

1. Identifying problematic language use
2. Using concrete, descriptive language

10.00%

Nonverbal Communication Skills:

1. Types of nonverbal communication cues
2. Using and interpreting nonverbal cues effectively

10.00%

Organizational Leadership Skills:

1. Functions of leaders
2. Skills important to leaders
3. Building trust, understanding, and empowerment

10.00%

Principles of Interviewing

1. Structuring the interview
2. Asking effective questions
3. Providing feedback
4. Elements of employment interviews
5. Elements of appraisal interviews
6. Elements of disciplinary interviews

10.00%

Fundamentals of Group and Team Communication:

1. Definition of small groups and teams
2. Important elements of group communication
3. Leadership theories
4. Special group situations
5. Meeting facilitation skills

10.00%

Problem Solving Groups:

1. Creating the agenda and addressing goals
2. Critical thinking skills
3. The Reflective Thinking Method
4. Alternative decision making methods
5. Evaluating group effectiveness

10.00%

Conflict Management:

1. Definition of conflict

2. Conflict management styles
3. Principles of negotiation
4. Dealing with difficult people

Laboratory or Activity Content

N/A

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
 Problem solving exercises
 Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
 Objective exams
 Oral presentations
 Problem-solving exams
 Quizzes
 Skills demonstrations
 Other (specify)
 Classroom Discussion
 Projects
 Participation
 Reports/Papers/Journals

Other

Written assignments
 Problem-solving exercises

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Case studies
 Distance Education
 Lecture
 Other (specify)

Specify other method of instruction

Videos
 In-class writing
 Collaborative group work
 Student presentations

Describe specific examples of the methods the instructor will use:

Instructor will present course material through lectures.
 Instructor will present course material through supplemental articles and videos.
 Instructor will lead class discussions on relevant course topics.
 Instructor will provide detailed feedback on student presentations.

Representative Course Assignments

Writing Assignments

career interview/analysis.
 paper or presentation on a concept/theory from organizational communication.

Critical Thinking Assignments

essay on topic such as: Analysis of case studies that focus on the relative success of Fordist vs. Post-Fordist organizations.
 conflict management exercise and written evaluation.

Reading Assignments

read relevant chapters from course textbook.
 read relevant, current articles on real world applications of course material.
 read relevant journal articles on course concepts.

Skills Demonstrations

demonstrate the elements of active listening.
 demonstrate the ability to manage anxiety in public speaking.

Outside Assignments**Representative Outside Assignments**

analysis of the internal communication strategies within an existing workplace.
 analysis of the external communication strategies within an existing nonprofit.

Articulation**Equivalent Courses at 4 year institutions**

University	Course ID	Course Title	Units
Cal Poly San Luis Obispo	COMS 213	Organizational Communication	4
CSU Long Beach	COMM 220	Elements of Organizational Communication	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Cerritos College	COMM 125	Organizational Communication	3
College of Alameda	COMM 12	Organizational Communication	3
El Camino College	COMS 270	Organizational Communication	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F2019

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

DescriptionShockley-Zalabak, Pamela S. *Fundamentals of Organizational Communication; Knowledge, Sensitivity, Skills, Values*. 9th ed., Pearson, 2014.**Resource Type**

Textbook

DescriptionDudo, Anthony, and LeeAnn Kahlor, eds. *Strategic Communication: New Agendas in Communication*. Routledge, 2016.**Library Resources****Assignments requiring library resources**

Research using the Library's print and online resources

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research using the Library's print and online resources on such topics as the relationship between the organizational communication climate and conflict management styles.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (1%–50% online)
 Hybrid (51%–99% online)
 100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
E-mail	Email, class announcements and tools such as “Message Students Who” and “Assignment Comments” in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: Recorded Lectures, Narrated Slides, Screencasts Instructor created content MC Online Library Resources Canvas Peer Review Tool Canvas Student Groups (Assignments, Discussions) Websites and Blogs Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Online office hours Online group discussions
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Regular Asynchronous discussion boards will be used to encourage discussion among students where they can compare and contrast/ discuss /identify and analyze elements of course outcomes. Other Discussion boards will also be used for Q&A and general class discussion by students and instructor to facilitate student learning outcomes.
E-mail	Email, class announcements and tools such as “Message Students Who” and “Assignment Comments” in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: Recorded Lectures, Narrated Slides, Screencasts Instructor created content MC Online Library Resources Canvas Peer Review Tool Canvas Student Groups (Assignments, Discussions) Websites and Blogs Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
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Examinations

Hybrid (1%–50% online) Modality

On campus
Online

Hybrid (51%–99% online) Modality

On campus
Online

Primary Minimum Qualification

COMMUNICATION STUDIES/SPEECH

Review and Approval Dates

Department Chair

12/04/2021

Dean

12/08/2021

Technical Review

11/04/2021

Curriculum Committee

02/15/2022

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000602408

DOE/accreditation approval date

MM/DD/YYYY