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 analytical reasoning, critical thinking, and problem solving skills: analytical reasoning: to think in a logical manner, supporting 					

Subject Synopsis/ Indicative Syllabus	 critical thinking: to evaluate information and evidence critically, able to recognize flaws or inconsistency in an argument problem solving: to understand the problem, explore plausible answers, and select the most appropriate decision/solution for the problem Diagnosing communication in organisations Organisation theory: Perspectives on communication Communicating within organisation structures Enhancing internal and external organisational communication Breaking organisational barriers: communication in practice Persuasive communication in organisations Communicating organisational innovation and change The communication consequences of downsizing trust, loyalty and commitment Effective communication during a crisis Communication audit: measuring and monitoring organisational communication 										
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 Outcomes	Specific assessment methods/tasks	% weighting 25%	Intended subject learning outcomes to be assessed (Please tick as appropriate)abcdefgH✓✓✓✓✓✓✓								
	2. Group oral presentation	30%	~	~	~	~	~	~	~	~	

	3. Group written	30%	1	1	1	1	1	<u> </u>	·		
	project		v	v	v	v	v	v	v		
	4. Class contribution/par ticipation	15%	~	~	~	~	~	~	~		
	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. Participation encourages students to take an active role during in-class activities and tasks.										
Student Study Effort	Class contact:										
Enort Expected	Lectures							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										ce].	
	 Blundel, R. (2004). <i>Effective Organisational Communication:</i> <i>Perspectives, Principles, and Practices</i>. Harlow, England; New York: Financial Times Prentice Hall. DiSanza, J. R. (2009). <i>Business and Professional Communication:</i> <i>Plans, Processes, and Performance</i>. Boston: Pearson/Allyn and Bacon. Hargie, O. and Tourish, D. (2009). <i>Handbook of Communication Audits</i> <i>for Organisations</i>. London: Routledge. May, S., & Mumby, D.K. (2005). <i>Engaging Organisational</i> <i>Communication Theory And Research: Multiple Perspectives</i>. <i>Thousand Oaks, CA: Sage</i>. 									its	