

Subject Code	ENGL307
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	<p>Upon completion of the subject, students will be able to:</p> <p>Category A: Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> 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; <p>Category B: Attributes for all-roundedness</p> <ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> • analytical reasoning: to think in a logical manner, supporting ideas with well-reasoned arguments and evidence • 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

Subject Synopsis	<ol style="list-style-type: none"> 1. Diagnosing communication in organisations 2. Organisation theory: Perspectives on communication 3. Communicating within organisation structures 4. Enhancing internal and external organisational communication 5. Breaking organisational barriers: communication in practice 6. Persuasive communication in organisations 7. Communicating organisational innovation and change 8. The communication consequences of downsizing trust, loyalty and commitment 9. Effective communication during a crisis 10. Communication audit: measuring and monitoring organisational communication 																																														
Teaching/ Learning Methodology	<p>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.</p> <p>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.</p>																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="448 1189 1398 1760"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>1. Term paper</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Group oral presentation</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Group written project</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>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.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	1. Term paper	30%	✓	✓	✓				2. Group oral presentation	20%	✓	✓	✓	✓	✓	✓	3. Group written project	50%	✓	✓	✓	✓	✓	✓	Total	100 %						
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Student Study Effort Required	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Seminars	13 Hrs.
	Other student study effort:	
	▪ Private study	58 Hrs.
	▪ Take-home assignments	29 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p>Recommended reading</p> <p>Hargie, O., & Tourish, D. (2004). <i>Key Issues in Organisational Communication</i>. London; New York: Routledge.</p> <p>Leech, C. (2005). <i>Communication in organizations</i> [electronic resource]. Jordan Hill, England: Butterworth-Heinemann.</p> <p>Further reading</p> <p>Blundel, R. (2004). <i>Effective Organisational Communication: Perspectives, Principles, and Practices</i>. Harlow, England; New York: Financial Times Prentice Hall.</p> <p>DiSanza, J. R. (2009). <i>Business and Professional Communication: Plans, Processes, and Performance</i>. Boston: Pearson/Allyn and Bacon.</p> <p>Hargie, O. and Tourish, D. (2009). <i>Handbook of Communication Audits for Organisations</i>. London: Routledge.</p> <p>May, S., & Mumby, D.K. (2005). <i>Engaging Organisational Communication Theory And Research: Multiple Perspectives</i>. Thousand Oaks, CA: Sage.</p>	

Prepared by Winnie Cheng; Revised by Winnie Cheng, June 2014