

CMST G260: ORGANIZATIONAL COMMUNICATION

Item	Value
Curriculum Committee Approval Date	03/16/2021
Top Code	150600 - Speech Communication
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)
California State University General Education Breadth (CSU GE-Breadth)	• CSU D7 Interdisciplinary Study (D7)

Course Description

Formerly: COMM G260. This course focuses on understanding and applying the fundamental principles of communication in organizations. These elements include organizational communication models, the role of ethics and diversity, basic communication skills, interviewing skills, social media best practices, communicating in groups and teams, conflict management, leadership, and presentation skills. Students will learn to analyze, adapt, and improve their communication strategies in organizational settings by applying and practicing the knowledge and skills acquired in this course. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Compare and contrast theories of organizational communication.
3. Analyze personal work history and current career goals.
4. Apply course concepts and best practices to create a professional resume.
5. Create a case study that analyzes a significant business issue in the media and applies organizational communication theories and strategies.
6. Apply techniques and strategies (both in-person and technologically-based) related to the interview process.

Course Objectives

- 1. Identify and discuss the role of communication in organizations.
- 2. Explain the major theories of organizational communication and apply them to real world examples.
- 3. Apply appropriate use of nonverbal cues verbal language and social media best practices to enhance communication relationships within organizations.
- 4. Develop skills for confident and competent communication during the interview process.

- 5. Discuss relevant ethical issues within organizational settings including sexual harassment, discrimination and EEOC laws.
- 6. Compare and contrast the roles and necessary skill sets of supervisors and managers.
- 7. Demonstrate understanding of the professional case study through preparation and presentation.
- 8. Discuss the importance of recognizing and adapting to diversity in the organizational setting.
- 9. Identify how organizational culture and climate are shaped by communication.
- 10. Compose professional correspondences (including but not limited to emails, thank you notes, follow ups and inquiries).
- 11. Explore conflict management strategies specific to a organizational environment.
- 12. Apply principles of organizational communication to secure, maintain and exit a position.

Lecture Content

Introduction to Communication in Organizations The communication process Communication problems in organizations Organizational communication theories Organizational culture Communication Competence in Organizational Settings The role of values and ethics in business communication Organizational structures Communication climate Internal and external communication Managing communication anxiety Diversity in Organizations Defining diversity Types of diversity Communication skills Standards of organizational protocol Verbal Communication Skills Identifying problematic language use Using concrete, descriptive language Nonverbal Communication Skills Types of nonverbal communication cues Using and interpreting nonverbal cues effectively Organizational Leadership Skills Functions of leaders Skills important to leaders Building trust, understanding, and empowerment Resume Building and Refinement Updates for most recent resume standards and expectations How to market your document Technology, Social Media and its Relationship with the Interview and Employment Process LinkedIn, Twitter and Instagram best practices Content creation Constructing and maintaining your brand Preparing for technologically-mediated interviews Crafting professional correspondences Crafting professional presentations Principles of Interviewing Structuring the interview Asking effective questions Physical/nonverbal considerations Providing feedback Elements of employment interviews Elements of performance review interviews Elements of disciplinary interviews Elements of media interviews Fundamentals of Group and Team Communication Leadership theories Organizational communication within groups Special group situations Meeting facilitation skills Preparation and delivery of group presentations Problem Solving Groups Creating the agenda and addressing goals Critical thinking skills The Reflective Thinking Method Alternative decision making methods Evaluating group effectiveness Conflict Management Conflict management strategies as they pertain to organizational communication (e.g., HR, mediation, arbitration, ombudsman etc.) Principles of negotiation Dealing with difficult people General workplace/employee considerations When to seek new employment How to diversify employment opportunities How to gracefully and successfully exit a job

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Reading Assignments

Textbook

Writing Assignments

Writing assignments may include career objectives analysis and team case study paper and presentation.

Out-of-class Assignments

Out-of-class assignments may include resume development, career interview and analysis and social media inventory.

Demonstration of Critical Thinking

Critical thinking will be a key component in regular course discussion on topics including but not limited to social media best practices and applications, the specific application of organizational communication theory and self-evaluation in the interview process. Case studies will be used extensively in class as a critical thinking tool. These assignments will be completed in groups, requiring students to apply principles learned in the text and class discussions to real life situations.

Required Writing, Problem Solving, Skills Demonstration

Components may include written exploration of career objectives, resume refinement, interview process and social media usage personal inventories and case study presentation. To summarize learning objectives, students will be required to demonstrate their knowledge and appropriate application of organizational communication principles in periodic examinations, written assignments and oral presentations.

Eligible Disciplines

Communication studies (speech communication): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any of the above AND master's degree in drama/ theater arts, mass communication, or English OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Powell, L., McCroskey, J. Richmond, V.P. Organizational Communication for Survival, 5th ed. New York: Allyn Bacon (most recent), 2012 Rationale: This textbook offers a sound and comprehensive overview of organizational communication theories coupled with practical application for the student seeking to apply the concepts in their daily work environment.

Other Resources

1. Handouts 2. Videos and other forms of multimedia