

# BUS 359 – ORGANIZATIONAL COMMUNICATION

## SYLLABUS

**Instructor:** Dr. Sandra Starnaman  
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### COURSE DELIVERY:

Print-Based Correspondence Course

### CREDIT HOURS:

Three Semester Hours

### COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 629** to order books from Bookstore site.

### Required Textbook:

Miller, K. *Organizational Communication: Approaches and Processes* (5 ed.), Boston, MA: Wadsworth Cengage Learning, 2009. ISBN 13: 978-0-495-56551-2

### CATALOG DESCRIPTION:

The goal of this course is to introduce students to the theories and practices associated with communication within and between organizational entities.

### STUDENT LEARNING OUTCOMES:

The student will:

- Identify organizational communication processes associated with various approaches to organizational structure and processes.
- Identify the organizational communication theories and processes associated with organizational assimilation, decision-making, conflict management and change and leadership processes.
- Identify the organizational communication theories and approaches associated with the processes of emotion, diversity, technology and change within organizations.

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- Apply the theories, approaches and processes to specific examples.
- Analyze case studies using the appropriate theories, approaches and processes.
- Make judgments about the appropriate uses of a particular approaches, theories and processes.

### **COURSE REQUIREMENTS:**

Each of us is involved in many organizations during our lifetime. We learn about the organizations through a variety of communication mechanisms. The organizational chart tells us about the official reporting structure. Handbooks tell us about the rules for working within the organization. These, however, provide us only surface information.

This course is designed to address those concepts, theories and approaches that have previously and more currently been used to study communication within organizations. Communication is the primary mechanism that we use to understand or make sense of the complex world in which we live. Dr. Miller writes that “Nowhere is this complexity more apparent than in consideration of communication processes or in consideration of organizations, institutions, and social groupings.” (pg. 1)

This course is broken down into four lessons. Each lesson is aligned with specific chapters in the text. Lessons 1 and 2 consider **approaches** to the study of organizational communication.

- Lesson 1 covers chapters 1, 2 and 3. It addresses the challenges of organizational communication and three traditional approaches to organizational communication (i.e., the classical, human relations and human resources approaches).
- Lesson 2 covers chapters 4, 5, and 6. It looks at three contemporary approaches to the study of organizational communication (i.e., systems, cultural, and critical approaches).

Lessons 3 and 4 consider **processes** associated with organizational communication.

- Lesson 3 covers chapters 7, 8, 9, 10. In this lesson we will address some of the more enduring processes (e.g., organization assimilation, decision-making, conflict management, change and leadership) associated with organizations and the role of communication in these processes
- Lesson 4 covers chapters 11, 12, 13, 14. As the world around us changes there are emerging processes that need to be integrated into our study of organizational communication (e.g., emotion, diversity, technology and the changing landscape of organizations).

### **GRADE DISTRIBUTION AND SCALE:**

In alignment with ASC academic policies, no D may apply to a major or minor field.

#### **Grade Distribution:**

|         |           |
|---------|-----------|
| Exam #1 | 50 points |
| Exam #2 | 50 points |
| Exam #3 | 50 points |

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|                     |                   |
|---------------------|-------------------|
| Exam #4             | 50 points         |
| Case Study #1       | 100 points        |
| Case Study #2       | 100 points        |
| Case Study #3       | 100 points        |
| Case Study #4       | <u>100 points</u> |
| <b>Total Points</b> | <b>600 points</b> |

### **Scale:**

|                   |
|-------------------|
| 600 – 550 = A     |
| 549 – 500 = B     |
| 499 – 450 = C     |
| 449 – 400 = D     |
| 399 and below = F |

### **ADA STATEMENT:**

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.