

## Course Title : Organization Communication

| Code                                       | Course Type | Regular Semester | Lecture (hours/week)  | Seminar (hours/week) | Lab (hours/week) | Credits | ECTS |
|--|-------------|------------------|---|----------------------|------------------|---------|------|
| COM 351                                    | D           | 5                | 3   | 0                    | 0                | 3.00    | 5    |
| <b>Lecturer and Office Hours</b>           |             |                  | Gentiana Skura, Prof. Asoc. Dr.   |                      |                  |         |      |
| <b>Teaching Assistant and Office Hours</b> |             |                  |   |                      |                  |         |      |
| <b>Language</b>                            |             |                  | Albanian  |                      |                  |         |      |
| <b>Course Level</b>                        |             |                  | Bachelor  |                      |                  |         |      |
| <b>Description</b>                         |             |                  | Organizational communication is a field of study that deals with the interaction, coordination and relations between individuals in a group, company or organization. Further some basic concepts of organizational behavior are analyzed. Now it is represented as a field of research and interdisciplinary knowledge, dedicated to understanding and better management of people at work. The concepts of the organization, structure, organization, planning, motivation, values, ethics and assessments are discussed, all in view of organizational behavior, which the focus is on the contribution of organizational communication. During this course the students is given the opportunity from the perspective of media workers, to see the effectiveness of the working organization related to the communication from the individual level, group, to public discourse and that kind of communication that results in effective problem solving and taking a decision, at an organizational level. |                      |                  |         |      |
| <b>Objectives</b>                          |             |                  | This course will help students to: - better recognize organizations and the experience of students as well, as a member of an organization - increase communicative qualities that are important for the organization - learn the techniques and specifications of group communication and relationships between the leader and members, the way of transmission of messages and the motivation in the organization - learn how to pass a moment of management crisis of a group or company. -develop values and ethics, professional attitudes and personal skills needed for their preparation as communication specialists in the organization.  |                      |                  |         |      |

## Course Outline

| Week | Topics   |
|------|--|
| 1    | Concepts and theories of organizational communication  |
| 2    | Organizational communication structure                 |
| 3    | Theories of organization and organizational management |
| 4    | Communication and organizational culture               |
| 5    | Theories of organizational culture - Pacanoësky        |
| 6    | Management levels of the organization                  |
| 7    | Organization-planning-management                       |
| 8    | Midterm Exam   |
| 9    | Individual - organization personality                  |
| 10   | Motivation in organization                             |
| 11   | Values, ethics and assessments in organization         |
| 12   | Effective discourse in organization                    |
| 13   | The conflict in the organization. Crisis Management    |
| 14   | Strategic communication in the organization            |
| 15   | Reputation of the organization                         |

|                         |  |
|-------------------------|--|
| <b>16</b>               | Final Exam   |
| <b>Prerequisites</b>    |  |
| <b>Textbook</b>         | <ul style="list-style-type: none"> <li>• Papa, M. J., Daniels, T. D., &amp; Spiker, B. K. (2008). Organizational communication: Perspectives and trends. Thousand Oaks, CA: Sage</li> </ul>  |
| <b>Other References</b> | <ul style="list-style-type: none"> <li>• American Psychological Association's Style website - <a href="http://www.apastyle.org">http://www.apastyle.org</a></li> <li>• National Communication Association - <a href="http://www.natcom.org">http://www.natcom.org</a></li> <li>• Eastern Communication Association - <a href="http://www.ecasite.com">http://www.ecasite.com</a></li> <li>• International Communication Association - <a href="http://www.icahdq.org/">http://www.icahdq.org/</a></li> <li>• James C. McCroskey, Ed. D. - <a href="http://www.jamescmccroskey.com/">http://www.jamescmccroskey.com/</a></li> </ul> |
| <b>Laboratory Work</b>  |  |
| <b>Computer Usage</b>   |  |
| <b>Other</b>            |  |

### Learning Outcomes and Competences

|          |  |
|----------|--|
| <b>1</b> | To be familiar with the main theories of the working organization, structure, organization and its planning, related to the development of their managerial skills & leadership, communication depth meanings of organizational behavior;                        |
| <b>2</b> | To be able to understand differences of individual human behavior, their conditioning on the type of personality, motivational world, the system of values that are created in the context of the organization and their reflections in organizational behavior; |
| <b>3</b> | Be trained with practical skills for successful development of communication in working organization, communications in the groups and of the teams  |

### Course Evaluation Methods

| In-term studies   | Quantity | Percentage |
|---|----------|------------|
| Midterms  | 1        | 30         |
| Quizzes   | 0        | 0          |
| Projects  | 0        | 0          |
| Term Projects   | 1        | 20         |
| Laboratory  | 0        | 0          |
| Attendance  | 0        | 0          |
| <b>Contribution of in-term studies to overall grade</b>   |          | <b>50</b>  |
| <b>Contribution of final examination to overall grade</b> |          | <b>50</b>  |
| <b>Total</b>  |          | <b>100</b> |

### ECTS (Allocated Based on Student) Workload

| Activities  | Quantity | Duration (hours) | Total Workload (hours) |
|---|----------|------------------|------------------------|
| Course Duration (Including the exam week : 16 x Total course hours) | 16       | 3                | 48                     |
| Hours for off-the-classroom study (Pre-study, practice)             | 14       | 4                | 56                     |
| Assignments   | 1        | 0                | 0                      |
| Midterms  | 1        | 10               | 10                     |
| Final examination   | 1        | 11               | 11                     |
| Other   | 0        | 0                | 0                      |
| <b>Total Work Load</b>  |          |                  | <b>125</b>             |

|                                     |          |
|-------------------------------------|----------|
| <b>Total Work Load / 25 (hours)</b> | <b>5</b> |
| <b>ECTS</b>                         | <b>5</b> |