



**El Camino College**  
**COURSE OUTLINE OF RECORD – Approved**

**I. GENERAL COURSE INFORMATION**

**Subject and Number:** Communication Studies 270  
**Descriptive Title:** Organizational Communication  
**Course Disciplines:** Communication Studies (Speech Communications)  
**Division:** Fine Arts

**Catalog Description:**

This course examines the theories, methods and practices of communication that contribute to productivity and efficiency in private and public organizations. Emphasis is placed on the social science implications of communication and includes topics such as internal and external communication, interpersonal and group processes, and international communication.

**Conditions of Enrollment:**

**Recommended Preparation:** English 1 or eligibility for English 1A or qualification by appropriate assessment

**Course Length:** X Full Term Other (Specify number of weeks):  
**Hours Lecture:** 3.00 hours per week TBA  
**Hours Laboratory:** 0 hours per week TBA Course Units: 3.00

**Grading Method:** Letter  
**Credit Status:** Associate Degree Credit

**Transfer CSU: X** Effective Date: 4/20/2009  
**Transfer UC: No**

**General Education:**

**El Camino College:**

**2C – Social and Behavioral Sciences – General**

Term: Fall 2009 Other:

**4B – Language and Rationality – Communication and Analytical Thinking**

Term: Fall 2009 Other:

**CSU GE:**

**IGETC:**

## II. OUTCOMES AND OBJECTIVES

**A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)**

Students completing this course should:

1. Be knowledgeable in theories of organizational communication.
2. Be able to conduct appropriate research in order to analyze communication in organizational settings.
3. Demonstrate understanding of effective leadership skills, group processes, and the function of communication networking in organizations.
4. Demonstrate communication skills necessary for effective performance as a knowledgeable and culturally competent organizational member.
5. Evaluate how power, ethics, gender, and cultural values and beliefs influence organizational communication processes and outcomes.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

**B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)**

1. Apply theories of organizational communication to real-life situations.
  - Essay exams
2. Describe the interpersonal and group communication processes and their effects in organizations.
  - Essay exams
3. Identify and evaluate leadership styles and their appropriateness for various organizations.
  - Essay exams
4. Create a template of standards for ethical organizational communication.
  - Term or other papers
5. Evaluate differences in internal and external communication in public and private organizations.
  - Essay exams
6. Conduct and analyze a Communication Audit using the International Communication Association's procedures.
  - Term or other papers

**III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)**

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	3	I	<p>A. Defining The Organization Using Communication Theories and Social Science Processes</p> <ol style="list-style-type: none"> <li>1. Communication models.</li> <li>2. Shannon &amp; Weaver</li> <li>3. Berlo</li> <li>4. Schramm</li> <li>5. Barnlund</li> <li>6. Constructionist</li> </ol> <p>B. Social Science Approaches to Organizational Communication</p> <ol style="list-style-type: none"> <li>1. Human Relations</li> <li>2. Human Resources</li> <li>3. Systems Theory</li> <li>4. Cultural attribution theory</li> </ol>
Lecture	3	II	<p>A. Theoretical Perspectives and Organizational Practices Relating to Organization Communications</p> <ol style="list-style-type: none"> <li>1. Domestic contexts</li> <li>2. Global contexts</li> </ol> <p>B. Western and Eastern Organizational Communication and Leadership Perspectives</p> <ol style="list-style-type: none"> <li>1. Norms and Practices <ol style="list-style-type: none"> <li>a. Systems</li> <li>b. Human relations</li> <li>c. Teamwork</li> <li>d. Distributed leadership</li> <li>e. Customer Driven</li> <li>f. Values Driven</li> <li>g. Integrated</li> </ol> </li> </ol> <p>C. Concepts of Corporate Culture</p> <ol style="list-style-type: none"> <li>1. Organizational Practices</li> <li>2. Communication Practices</li> </ol> <p>D. How communication relates to success of and within organizations.</p> <p>E. Effects of Pressure for Uniformity Within Organizations</p> <ol style="list-style-type: none"> <li>1. Role</li> <li>2. Structure</li> <li>3. Status differentiation</li> <li>4. Power</li> <li>5. Age</li> <li>6. Cultural background</li> <li>7. Gender</li> <li>8. Sexual orientation</li> <li>9. Political orientation</li> <li>10. Impact relationships</li> <li>11. political orientation impact relationships</li> </ol> <p>F. Effective Communication Systems</p> <ol style="list-style-type: none"> <li>1. Global and multicultural work environments</li> </ol>

			<p>G. Approached to Conflict Resolution</p> <ol style="list-style-type: none"> <li>1. Western Approaches</li> <li>2. Eastern Approaches</li> </ol>
Lecture	6	III	<p>A. Influences Over Organizational Communication Processes and Outcomes</p> <ol style="list-style-type: none"> <li>1. Power</li> <li>2. Ethic</li> <li>3. Gender</li> <li>4. Cultural Values</li> <li>5. Beliefs</li> </ol> <p>B. Importance of Ethics for Organizations</p> <p>C. Organization's Ethical Standards</p> <ol style="list-style-type: none"> <li>1. Shaping and reflecting the organizations ethical standards</li> </ol> <p>D. Ethical Issues</p> <ol style="list-style-type: none"> <li>1. Service versus profit</li> <li>2. Social Responsibility</li> <li>3 Employee rights</li> <li>4. Technology</li> <li>5. Cultural stereotypes</li> <li>6. Cultural differences</li> <li>7. Gender differences</li> <li>8. Sexual harassment</li> </ol> <p>E. The impact of globalization on organizational communication and the challenges of ethical standards</p> <p>F. Methods for Improving Ethical Behavior in organizations</p>
Lecture	9	IV	<p>A. Communication Skills for Organizational Members for Effective Performance, Knowledge and Cultural Competence.</p> <ol style="list-style-type: none"> <li>1. Working productively as facilitator in a variety of collaborative contexts</li> <li>2. Developing communication skills used to foster productive interpersonal and group relationships within organizations</li> <li>3. Appropriate types of listening behavior in a variety of organizational situations.</li> <li>4. Verbal behaviors that commonly produce defensive, aggressive, and supportive reaction</li> <li>5. Types and influences of non-verbal communication in a variety of situations</li> <li>6. Appropriate communication for a job interview</li> <li>7. Elements of successful resume writing and interviewing skills</li> </ol>
Lecture	9	V	<p>A. Concepts and Theories of Organization Communication</p> <ol style="list-style-type: none"> <li>1. Adapting concepts and theories</li> <li>2. Understanding and resolving new problems and Situations</li> </ol> <p>B. Case Study Analysis and Practical Experience</p> <ol style="list-style-type: none"> <li>1. Critiquing, evaluating, and managing methods</li> <li>2. Problems and strategies central to effective organizational communication</li> </ol> <p>C. Techniques and methods for managing differences and conflicts</p> <p>D. Dynamic Cultural and Gender Influences</p> <p>E. Solutions to problems associated with cultural stereotypes, gender inequities, and sexual harassment.</p> <p>F. Communication Technology within Organizations</p>

Lecture	12	VI	<p>A. Methods and Theories for Analyzing and Evaluating Organizational Communication</p> <ol style="list-style-type: none"> <li>1. Surveys</li> <li>2. Interviews</li> <li>3. Critical incidence analysis</li> <li>4. Qualitative methods</li> <li>5. Quantitative methods</li> <li>6. Need analysis</li> </ol> <p>B. Ways Information Possesses Value,</p> <ol style="list-style-type: none"> <li>1. Commodity</li> <li>2. Means of Education</li> <li>3. Means of Influence</li> <li>4. Means of Navigating the Organization</li> </ol> <p>C. Impact of Shifting Power Structures</p> <ol style="list-style-type: none"> <li>1. Distributed leadership on communication,</li> <li>2. Information</li> <li>3. Privilege</li> <li>4. Organizational culture</li> </ol> <p>D. Effects of Technology</p> <ol style="list-style-type: none"> <li>1. Organizational structure</li> <li>2. Power</li> <li>3. Information access and dissemination.</li> <li>4. Informed choices regarding online actions</li> <li>5. Privacy</li> <li>6. The commodification of personal information.</li> </ol> <p>E. Information Technologies and Information Sources</p> <ol style="list-style-type: none"> <li>1. Analyzing a specific organization</li> <li>2. Identifying, locating, evaluating and using information</li> </ol>
Lecture	9	VII	<p>A. Research</p> <ol style="list-style-type: none"> <li>1. Major organizational communication concepts</li> <li>2. Investigation of theoretical concepts</li> <li>3. Interdisciplinary connections</li> </ol>
Lecture	3	VIII	<p>A. Advocacy and Agents of Change</p> <ol style="list-style-type: none"> <li>1. Collaboration</li> <li>2. Mentoring</li> <li>3. Engagement in dialog and collaboration</li> <li>4. Community Conversations</li> <li>5. Leadership in Campus Advocacy Groups</li> </ol> <p>B. Independent/Collaborative Learning</p> <ol style="list-style-type: none"> <li>1. Project design and completion</li> <li>2. Assessment of project outcomes</li> <li>3. Self-reflection</li> </ol>
Total Lecture Hours			54
Total Laboratory Hours			0
Total Hours			54

#### **IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS**

##### **A. PRIMARY METHOD OF EVALUATION:**

Substantial writing assignments

##### **A. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:**

Form a 3-5 member team and then observe an organization. In a written report that is then presented as an oral presentation (using Power Point or similar medium), describe the internal/external communication issues noted.

##### **B. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:**

1. In a three-to-five page paper, analyze a critical incident from a real life event and compare it to an organizational communication theory.

2. First, draft a list of personal ethical communication standards. Second, in a small group share your list and the rationale for each standard. Third, as a group compile a list of ethical communication standards. Finally, as a team present orally how you would implement their standards.

##### **A. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

Essay exams

Performance exams

Other exams

Reading reports

Written homework

Field work

Class Performance

Term or other papers

Multiple Choice

Completion

Matching Items

True/False

Other (specify):

Communication Audit

#### **V. INSTRUCTIONAL METHODS**

Demonstration

Discussion

Group Activities

Guest Speakers

Lecture

Multimedia presentations

Role Play

Simulation

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

## VI. WORK OUTSIDE OF CLASS

Study  
Required reading  
Problem solving activities  
Written work  
Observation of or participation in an activity related to course content

**Estimated Independent Study Hours per Week: 6**

## VII. TEXTS AND MATERIALS

### A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Katherine Miller. Organizational Communication: Approaches and Processes. Thomson Wadsworth, 2009. Discipline Standard.

Waldeck, Kearney, Plax. Business and Professional Communication in a Digital Age. Cengage, 2013. Discipline Standard.

### B. ALTERNATIVE TEXTBOOKS

### C. REQUIRED SUPPLEMENTARY READINGS

### D. OTHER REQUIRED MATERIALS

## VIII. CONDITIONS OF ENROLLMENT

### A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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### B. Requisite Skills

Requisite Skills
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### C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
English 1	<b>Category:</b> Course <b>Justification:</b> This course involves reading college level text-books, developing written projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills.
Eligibility for English 1A or qualification by appropriate assessment	<b>Category :</b> Non-Course <b>Justification:</b> This course involves reading college level text-books, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills.

**D. Recommended Skills**

Students need well-developed reading skills in order to understand and interpret information in their textbooks and writing skills to develop essays and projects.

ENGL 1- Summarize, analyze, evaluate, and synthesize college-level texts.

ENGL 1 - Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.

**E. Enrollment Limitations**

Enrollment Limitations and Category	Enrollment Limitations Impact
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**Course created by R. Chris Wells on 01/01/2009.**

**BOARD APPROVAL DATE: 04/20/2009**

**LAST BOARD APPROVAL DATE: 10/21/2018**

**Last Reviewed and/or Revised by: Chris Wells**

**Date:** April 25, 2019