



湖北工业大学  
HUBEI UNIVERSITY OF TECHNOLOGY

<b>Course Title</b>	Introduction to Organizational Communication
<b>Course Code</b>	COMM 2213
<b>Semester</b>	Summer 2025
<b>Course Length</b>	10 Weeks, 60 Contact Hours
<b>Credits</b>	4
<b>Instructor</b>	TBA
<b>Office</b>	TBA
<b>Email</b>	TBA
<b>Prerequisite</b>	N/A
<b>Antirequisite</b>	COMM 2211 Introduction to Organizational Communication (5 Weeks)

### Course Description:

This introductory course in organizational communication covers essential theories, concepts, and research related to communication processes within organizations. It provides students with an understanding of how communication operates at individual, group, and organizational levels. Emphasizing the role of communication in shaping workplace dynamics, this course explores interpersonal, group, and corporate communication. Students will examine historical perspectives, contemporary challenges, and effective strategies for navigating complex organizational structures.

### Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

**Student Learning Outcomes:**

Upon completion of this course, students will be able to:

- Analyze key communication models and theories relevant to organizational contexts;
- Identify common barriers to effective communication and propose practical solutions;
- Understand the role of communication in leadership, decision-making, conflict resolution, and organizational culture;
- Develop and apply communication strategies that improve collaboration and enhance professional relationships;
- Evaluate how diversity, technology, and globalization impact organizational communication.

**Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:**

Miller, K. (2023). *Organizational Communication: Approaches and Processes* (9th ed.). Cengage.

**Course Requirements:****Discussions and Contribution**

Students are expected to give thoughtful responses to the given discussion questions based on lecture material and readings. Contributions should demonstrate critical thinking and reflect course concepts.

**Quizzes**

Periodical quizzes will assess your comprehension of assigned readings and lecture material. These quizzes are designed to reinforce key concepts and encourage consistent preparation.

**Case Study Analysis**

This assessment involves analyzing a real-world organizational communication case. Students will apply theoretical frameworks to identify issues, evaluate communication strategies, and recommend practical solutions. A written report (approximately 1,500 words) will be submitted, and select cases may be discussed in class.

**Presentation on Emerging Trends**

Students will deliver a 10-minute in-class presentation on a current or emerging trend in organizational communication (e.g., virtual teams, AI in communication). Presentations should be well-researched, engaging, and accompanied by visual aids.

**Midterm Exam**

The midterm will consist of multiple-choice, short-answer, and essay questions covering material from the first half of the course. It will test students' understanding of key theories, models, and their practical applications.

**Final Exam**

The comprehensive final exam will assess students' ability to integrate and apply

course concepts, theories, and strategies. It will include a combination of question types to gauge both recall and analytical skills.

<b>Assessments: Activity</b>	<b>Percent Contribution</b>
Discussions and Contribution	10%
Quizzes	15%
Case Study Analysis	15%
Presentation	15%
Midterm Exam	20%
Final Exam	25%

### Grading:

Final grades will be based on the sum of all possible course points as noted above.

<b>Grade</b>	<b>Percentage of available points</b>
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

### Course Schedule:

*The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.*

<b>COMM 2213 Schedule</b>		
<b>Lecture</b>	<b>Topic</b>	<b>Readings</b>
L1	Introduction to Organizational Communication	Chapter 1
L2	Theoretical Foundations of Communication -Examination of foundational models and theories	Chapter 1
L3	Classical Approaches to Organizational Communication	Chapter 2
L4	Human Relations and Human Resources Perspectives -Shifts from hierarchical to participative approaches	Chapter 3 Quiz 1
L5	Systems Approach to Organizational Communication -Understanding organizations as dynamic systems	Chapter 4
L6	Cultural Approaches Organizational Culture and Communication	Chapter 5
L7	Critical Approaches to Organizational Communication -Examining issues of power, ideology, and resistance	Chapter 6
L8	Communication and Organizational Socialization -How individuals integrate into organizations	Chapter 7 Quiz 2
L9	Decision-Making Processes	Chapter 8
L10	Group Communication in Organizations -Dynamics of teamwork and small-group communication	Chapter 8

L11	Leadership and Communication -The role of communication in effective leadership	Chapters 8,10
/	<b>Midterm Exam</b>	/
L12	Managing Conflict in Organizations -Strategies for addressing and resolving conflict	Chapter 9 Quiz 3
L13	Organizational Change and Communication	Chapter 10
L14	The Role of Emotion in Workplace Communication	Chapter 11
L15	Diversity, Equity, and Inclusion in Organizational Communication	Chapter 12
L16	Technology and Digital Communication in Organizations	Chapter 13
L17	Ethical Issues in Organizational Communication -Ethical dilemmas and decision-making frameworks	Handouts Quiz 4
L18	Crisis Communication -Strategies for handling organizational crises	Handouts
L19	Globalization and Communication in Multinational Organizations -Navigating cross-cultural communication	Chapter 14
L20	Public Relations and External Organizational Communication -Building and maintaining organizational reputation	Chapter 14
L21	Communication Audits	Handouts Quiz 5
L22	Social Media and Branding in Organizational Communication	Handouts
L23	Trends and Innovations in Organizational Communication -Emerging practices and future directions	Chapter 14
L24	Course Recap and Review <b>Case Study Analysis Submission</b>	/
L25	<b>Presentations</b>	/
/	<b>Final Exam</b>	/

### Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

### Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

### Other Items:

**Attendance and Expectations**

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

**Assignment Due Dates**

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

**Make-Up Work**

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

**Access, Special Needs, and Disabilities**

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.