



Vesalius College
International Education in the Capital of Europe

*Vesalius College
Organizational
Communication*

*Frank Billingsley
Summer 2010*

Vesalius College

Vrije Universiteit Brussel

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General Information:

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Professor: Frank E. Billingsley
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Textbook:

Title: Bridging the Gaps in Global Communication, 2007
Author: Doug Newsom
Publisher: Blackwell Publication (ISBN 1-4051-4412-2)

The Course: Description and Process

Course Discretion

Organizational Communication is the process by which individuals exchange information and establish a common understanding. This course examines one key component of organizational behavior, communication. This evaluation will be illustrated through the applied study of the structure of communication within organizations. The problems, issues, and techniques of organizational communication are analyzed through case studies, exercises, and team projects. This examination of organizational communication is intended to improve personal effectiveness in communication and negotiation within a multicultural society.

Course Introduction

Organizational Communication is a critical exploration of the theories, structure, and processes of communication in organizations. The course will focus on communication competency that will develop ones abilities to interact within an international environment.



Course Goals/Objectives

After completing this course, you should be able to:

- identify the dominant challenges of organizational communication in a variety of workplace settings, domestically and globally
- describe verbal and nonverbal communications and their specific impact on leadership, management, problem solving, and decision making in organizations
- compare traditional and emerging theories of organizational communication
- analyze and compare the concepts and practices of communication at individual, group, and organizational levels and demonstrate their application in a variety of workplace situations

Requirements

Students will be evaluated on the basis of their performance in the following areas:

- | | |
|--------------------------------------|-----|
| • Quizzes (10 quizzes at 3% each) | 30% |
| • Case Analysis (3 at 5% each) | 20% |
| • Group Project | 20% |
| • Final Exam | 20% |
| • Class Participation and Attendance | 10% |

Quizzes:

- There will be 10 quizzes (each with 9 multiple choice questions) the quizzes will be worth 3% points.

Final Exam:

- The final exam could cover all topics covered in class during the term. The exam will be in the form of multiple choice and open ended questions that will require you to give written responses. Date, time, and location will be announced later in the term.

Case Analysis:

- There will be three (3) cases that will be covered this term. You will write four (4) to five (5) **typed pages**. The pages should consist of, but not limited to, a brief description of the case, the issues, you will analyze one issue, and give recommendation on how to resolve the issue through use of the text or other scholarly literature (each being worth 5% leading to the total on 10%).



- **Group Project:**
- Each group will be responsible to submitting a detailed and researched term paper on a topic that is pre-approved. **Groups must submit, in writing, their desired topic on Session 8** (06/2010) giving a brief outline of the topic and why they have chosen the topic. The paper will be **5 pages in length** (typed). Papers without references should not be submitted and the use of others thoughts or ideas must be cited. The paper must be double-spaced and free of grammatical and spelling errors. Each group will need to be prepared to give a **15 minute presentation** on their topic in session 14 (07/2010). Groups will be assigned in session 3. *There will be no late papers accepted without prior consent of the instructor or medical statement.*

Participation and Attendance:

- A total of 10% of your overall grade will be based on intelligent participation in case discussions, response to direct questioning, etc. Volume of participation may not be rewarded, unless within it remarks and questions which are directed to exploration of issues pertaining to the session's material. Course attendance is required.
- **Use of Electronics:**
- The use of **computers** will be permitted for note taking! There will be no warning given to students found surfing the net...you will be asked to leave the class **immediately** and lose all points for the day (including participation and assignments).
- **Mobile phones** are to be turned off! If your phone goes off in class please turn it off immediately. If you are caught talking or texting during class ...you will be asked to leave the class immediately and lose all points for the day (including participation and assignments).

Outline of Course Agenda

Session One: Communication Concepts and Introduction

Chapter 1 and 2

Session Two: Communication: Politics, Economics

Chapter 3 and 4

Case Analysis: Six Habits of Merely Effective Negotiators

Session Three: Communication and Culture

Chapter 5



Session Four: Theories of Signs and Language

Chapter 6

Session Five: Theories of Symbolic Interaction

Chapter 7

Session Six: Decision Making through Effective Communication

Case Analysis: Hidden Traps in Decision Making

Session Seven: Half Way There!

Mid-Term Exam

Session Eight: Theories of Discourse

Chapter 8

Group Topic and Presentation Skills

Session Nine: Frames of Reference

Chapter 9

Session Ten: Ethical Issues

Chapter 10

Case Analysis: Morning Meeting: Best-Practice Communication for Executive Teams

Session Eleven: Legal Issues

Chapter 11

Session Twelve: The Roles

Chapter 12

Session Thirteen: Miscommunication

Chapter 13 and 14

Session Fourteen: Group Presentations

Session Fifteen: Final Exam

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