



UNIVERSITETI - UNIVERSITY - UNIVERZITET

"HAXHI ZEKA"

SYLLABUS

Basic data of the subject	
Academic unit:	BUSINESS FACULTY HRM
Subject title:	ORGANIZATIONAL COMMUNICATION
Level	Master level
Course status:	O
Year of studies:	III
Number of hours per week:	3
Credit value – ECTS:	5
Time / Location:	-
Course teacher:	
Contact details:	
Course description:	The course "Organizational Communication" examines the main functional and interpretive theories of communication. It provides students with knowledge on how communication is organized and enables them to analyze the communication process in modern organizations. In addition, it prepares them to know the dynamics of communication, the organizational culture and the way of interaction between the members of the organization.
Objectives of the course:	The main purpose of this course is to critically examine organizational communication. In accordance with this goal, students will be offered knowledge on: <ul style="list-style-type: none">understanding organizations as complex systems with different organizational cultures;analyzing the nature of the organization and the way of organizing communication within it;analyzing and evaluating the way of regulating organizational communication;recognition and evaluation of organizational communication practices.

Expected learning outcomes:	To acquire different approaches and theories of organizational communication; <ul style="list-style-type: none"> • Knowledge of modern organizations • To identify organizational communication problems and offer solutions for them; • To develop attitudes and analytical skills, which increase the possibility to work creatively, effectively and ethically in the organization; • To describe the relationships between the organizational participants in the communication processes in the organization. • Apply the knowledge gained for the evaluation of the organization; • Solve communication problems and suggest strategies for improving the quality of communication in the organization.
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Student load for the course

Aktivity	Week	Day	Hour	Total hours
Lectures	15		3	45
Theoretical exercises	15		3	45
Practical work	-	-	-	-
Contacts with teachers/consultations	5		1	5
Field research	-		-	
Colloquiums, seminars		10	1	10
Homework		10	1	10
Student's independent study time (in the library or at home)	10		1	10
Final exam preparation		10	2	20
Time spent on assessment (tests, quizzes, final exam, etc.)		15	1/2	7
Projects, presentations, etc.		3	1	3
Note: 1 ECTS credit = 30 hours of engagement, e.g. if the subject has 6 ECTS credits, the student must commit 180 hours during the semester		Total load:		125
The ratio between the theoretical and practical part of the study (expressed in %)			THEORETICAL	PRACTICAL
			60 %	40 %

Teaching methodology:	Lectures in power point, in the form of dialogue, presentations of concrete cases, interactive teaching with the student in the center, group and individual work.
Evaluation methods:	<p>A student is evaluated throughout the semester through (tests, seminars, participation, projects, etc.). The grade will be formed by:</p> <ul style="list-style-type: none"> • Participation in lectures and activities 0-05 • Test I 0-15 Will contain questions from the different theories and regarding communication structure , function and culture • Test II 0-15 Will test knowledge gained from staff leaders , diversity and cultural change • Seminar 0-10 Regarding identify organizational communication problems and offer solutions for them • Interactivity in exercises..... 0-05 • Final exam 0-50 Apply the knowledge gained for the evaluation of the organization; Solve communication problems and suggest strategies for improving the quality of communication in the organization. • Total..... 100%
Literature	
Basic literature::	<p>Michael, J. Papa; Tom, D. Daniels & Barry, K. Spiker, Komunikimi organizativ (UET- Press, Tiranë, 2014);</p> <p>2. Effective Organizational Communication: A competitive Advantage", HR Magazine, Dec 2008. Vol 53 Issue 12 P. 1-9;</p> <p>Kačamakovic, M. K., & Lokaj, A. S. (2021). Requirements of organization for soft skills as an influencing factor of their success. leadership.</p>
Additional literature:	<p>3. Organizational Communication: The Pioneers, Author: Paul H. Pietri, Journal of Buisness Communication . Summer 74, Vol. 11, Issue 4, p3-6.</p> <p>Komunikimi organizativ:</p> <p>Case Studies in Organizational Communication - Perspectives in Contemporary Work Life (Edited by Beverly Davenport Sypher)</p> <p>2. Communication and Organizational Culture: A Key to Understanding Work Experience, by Joann N. Keyton (2011)</p> <p>3. Komunikimi në biznes: Deborah Barrett, Leadership Communication- McGraw-Hill Education (2013)</p> <p>4. Bell, Reginald L.Martin, Jeanette S-Managerial communication-Business Expert Press (2014);</p> <p>5. John Kennedy, Dr. Graham Lawler-The Dynamics of Business Communication_ How to Communicate Efficiently and Effectively- Studymates (1999);</p> <p>6. Internal Communication: A Manual for Practitioners (PR in Practice), by Liam Fitz Patrick and Klavs Valskov (2014)</p> <p>7. Schein, E. H. (2010). Organizational Culture and Leadership (4th ed.). Hoboken, NJ: Jossey Bass. Wrench, J. (Ed.). (2013).</p>

	<p>8. Workplace communication for the 21st century - tools and strategies that impact the bottom line: Internal workplace communication. Santa Barbara, CA: Praeger - ABC-CLIO, LLC.</p> <p>9. Clive Bruckmann, <i>Business Communication_ An Introduction</i> (2000);</p> <p>10. Peter Hartley & Clive Bruckman: <i>Business Communication</i>, Routledge, New York & London, 2002 <i>Komunikimi ndérpersonal:</i></p> <p>1. Llary A Samovar et al, <i>Intercultural Communication</i>, Cengage Learning, 2015;</p> <p>2. Robert Gibson, <i>Interpersonal Business Communication</i>, Osford University Press, 2000;</p> <p>3. Hynes, Geraldine E. <i>Get along, get it done, get ahead - Interpersonal communication in the diverse workplace</i>-Business Expert Press (2015);</p> <p>4. Elisabeth A. Tuleja, <i>Interpersonal Communication in Global Business – How leadetrs communicate for success</i>, Routledge, New York & London, 2017;</p>
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Designed lesson plan:

Week	The lecture that will take place
Week I	Introductory lecture / Course content. Organizational communication, an orientation approach
Week II	Communication and its functions
Week III	Organizational communication structure
Week IV	Theories of organization
Week V	Biological metaphors of the organization
Week VI	Communication and organizational culture
Week VII	Information Technology and Communication
Week VIII	Test I
Week IX	Cultural control, diversity and change
Week X	Group relations
Week XI	Staff leader relations
Week XII	Power in the organization
Week XIII	Conflict in the organization
Week XIV	Strategic communication Approaches and trends of organizations
Week XV	communication in the new millennium Test II
Academic policies and rules of conduct:	

Above all, the student should be responsible and respect the institution and the rules of education.
You should respect the schedule of lectures and exercises and be attentive in class.
He is obliged to have and show the index on the tests and the exam.
During the preparation of the seminar paper, the student should adhere to the instructions given by the lecturer regarding the realization of the research and technical preparation.