

ORGANIZATIONAL COMMUNICATION

1	Course Title:	ORGANIZATIONAL COMMUNICATION	
2	Course Code:	ISL4112	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	4	
6	Semester:	8	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. FÜSUN ÇINAR ALTINTAŞ	
15	Course Lecturers:	Prof. Dr. Füsün Çınar Altıntaş	
16	Contact information of the Course Coordinator:	Prof. Dr. Füsün Çınar Altıntaş fcinar@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	The aim of this course is organizational communication and related to the concepts of organizational communication , learning to develop of effective communication strategies in organizations	
19	Contribution of the Course to Professional Development:	Providing the necessary theoretical knowledge to develop in-house human behavior and effective communication skills within the business.	
20	Learning Outcomes:		
		1	Understanding the concept of communication
		2	To make the basic elements of the communication process
		3	Formal and informal communication networks, in accordance with the organization's goals and objectives, developing ways and means to gain the basic knowledge and skills.
		4	Understanding the effect on corporate indicators and staff communication skills.
		5	Identify common communication barriers and problems in organizations.
		6	Understanding the impact on the effectiveness of organizational communication.
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21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Communication and Basic concepts of communication		

2	Elements of communication and interaction between them	
3	Types of communication with the individual and organizational level	
4	Organizational communication and management processes	
5	Communication in formal groups	
6	Communication in informal groups	
7	Communication models	
8	Communication barriers in organizations	
9	Organizational culture and organizational communication	
10	Evaluate the effectiveness of Communication strategies of organizations	
11	Case Study 1: Small and medium-sized enterprises	
12	Case Study 2: Corporate businesses	
13	Case study analysis 3: Multinational companies	
14	Experts to share their experiences	
22	Textbooks, References and/or Other Materials:	Katherine Miller (2011), Organizational Communication: Approaches and Processes Daniel P. Modaff, Jennifer A. Butler and Sue DeWine (2009) Organizational Communication: Foundations, Challenges, and Misunderstandings Tutar,H.(2009).Örgütsel İletişim. Ankara: Seçkin Yayınları Güllüoğlu, Ö. (2011). Örgütsel İletişim. Konya: Eğitim Kitapevi
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		multiple choice
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	2.00	28.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	40.00	40.00
Others	0	0.00	0.00
Final Exams	1	40.00	40.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	3	4	4	5	4	4	0	0	0	0	0	0	0	0	0	0
ÖK2	4	3	5	4	3	4	0	0	0	0	0	0	0	0	0	0
ÖK3	4	3	5	4	4	5	0	0	0	0	0	0	0	0	0	0
ÖK4	4	4	4	3	4	4	0	0	0	0	0	0	0	0	0	0
ÖK5	3	4	5	5	5	4	0	0	0	0	0	0	0	0	0	0
ÖK6	4	3	5	4	4	5	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low			3 Medium			4 High			5 Very High				