ORGANIZATIONAL COMMUNICATION

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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 f	ace						
14	Course Coordinator:	Prof. Dr.	İsmail Efil						
15	Course Lecturers:	Doç. Dr.	Füsun Çınar Altıntaş						
16	Contact information of the Course Coordinator:	melek@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:								
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 organizations.						
		6	Understanding the impact on the effectiveness of organizational communication.						
		7							
		8							
		9							
		10							
21	Course Content:								
		Co	urse Content:						
Week	Theoretical	Practice							

Week	Theoretical	Practice
	Communication and Basic concepts of communication	
	Elements of communication and interaction between them	

3	Types of and orga				/ith the	Indivi	dual									
4	Organiza managei		ation ar	nd												
5	Commur	n in fo	rmal g	groups												
6	Commur	n in in	forma	l group	s											
7	Commur	nicatio	n mod	els												
8	Commur	nicatio	n barri	iers in	organ	izatior	าร									
9	Organiza commun			e and	organ	izatior	nal									
10	Evaluate strategie				nmun	ication										
11		Case Study 1: Small and medium-sized														
12	Case Stu	udy 2:	Corpo	orate b	ousines	ses										
13		Case study analysis 3: Multinational companies														
14	Experts	to sha	re thei	r expe	erience	S										
22 Activit	Textbool Materials es	ferenc	es an	d/or Of	ther		Ap Da (20 Ch Tu	proacł niel P. 009) O alleng	nes ano Moda rganiza es, ano 2009).	d Proce ff, Jenn ational (d Misun	esses ifer A. E Commu iderstar el İletişir	Butler a inicatio idings m. Ank	nmunication: e DeWine Indations, eçkin Yayınları Total Work Load (hour)			
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ÖK6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	LO: Learning Objectives PQ: Program Qualifications															
Contrib 1 very low ution Level:				2 low			3 Medium			4 High			5 Very High			