

The University of Texas at El Paso
UTEP Connect
Department of Communication
Fall 2016
COMM 3355: Organizational Communication

INSTRUCTOR INFORMATION

Instructor: MBA/MA Eli Garcia

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Office: COTTON 205

Phone: (915) 747- 5310

Campus Office hours:

MF 10:30-1:00 PM

TR 10:30 1:00 PM

Preferred method of communication by email (Always include in the subject of your email "Online COMM 3355")

COURSE CONTENT

Course Description

This is an introductory course in organizational communication that covers basic topics in organizational communication scholarship and practice. This course examines the theory and research on the communication process in organizations. Functional and interpretive theories and applications are explored.

Learning Outcomes

After finishing this course you will:

- Enhance your understanding of the role of communication in modern organizations
- Learn different approaches and theories of organizational communication and the insights they can provide
- Identify common organizational communication problems and their solutions
- Develop attitudes and analytical abilities that can enhance your ability to navigate modern organizations in a creative, effective, and ethical way

Credit Hours: 3

Prerequisite Courses: Junior Standing

Course Textbook

“Organizational Communication: Approaches and Processes” by Miller, K. (2014)

Edition: 7th Edition

ISBN-13: 978-1-285-16420-5

ISBN-10: 1-285-16420-2

Technology Requirements

This course is presented in the Blackboard learning management system.

To ensure your success in accessing your course materials and completing your assignments, it is recommended that you ensure your computer setup for this class meets the following minimum requirements:

1. Broadband Internet connection, such as cable or DSL
2. A modern computer (PC or Mac), no more than four years old, with the following minimum configuration:
 - Processor: Dual-core or better, at least 2 GHZ
 - RAM: 2 GB or better
 - Operating System: Windows 7 or 8, or Mac OS X 10.6.8 or better
 - A computer headset is recommended (microphone and earphone set).
 - The hands-free option for your telephone will work in most cases.

Tech Support

The University of Texas at El Paso offers complete technical information and online help desk support at <http://at.utep.edu/techsupport/>.

Method of Evaluation

Assessment Items	Value	Points
Module Quizzes	70%	7 quizzes @ 100 points each 700 points total
Discussion Questions	21%	7 @ 30 points each 210 points total
Assignments (Organizational Communication Application paper)	9%	1 @ 90 points each 90 points total
	Total	1000 points

Grading Scale

Letter Grade	Percentage Earned
A	90%–100%
B	80%–89.99%
C	70%–79.99%
D	60%–69.99%
F	< 60%

Expectations and Policies

What to Expect from the Instructor

The best way to communicate with your instructor is via email. Always include in the subject of your email "Online COMM 3355" When sending an email and your name. All emails will be answered within 48 hrs. Graded assignments will be posted a week after the submission date.

Participation

Your active participation extremely important! There will be an opportunity to discuss and interact with classmates through *discussion questions* and *assignments*, which will be graded. Please refer to the "method of evaluation" section for discussion questions and assignments' points and value.

Academic Dishonesty Statement

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion.

- *Cheating* may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports.
- *Plagiarism* occurs when someone intentionally or knowingly represents another person's words or ideas as his or her own.
- *Collusion* involves unauthorized collaboration with another person or group to commit any academically dishonest act.

Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be taken seriously and will be referred to the Office of Student Conduct and Conflict Resolution for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions. You can find more information in the UTEP *Handbook of Operating Procedures*, under the heading "[Alleged Student Scholastic Dishonesty](#)," and in the [Regents' Rules and Regulations](#).

Late Policy

Deadlines for all quizzes, discussion questions and written assignments will be strictly enforced. **No quizzes, discussion questions or written assignments will be accepted after deadline.** Missing a deadline is equivalent of not doing the assignment. Professionals must meet strict deadlines. Students are expected to do the same.

Library Information

Access the UTEP Library by visiting <http://libraryweb.utep.edu/>.

Responsible, Ethical and Effective Electronic Communication

It is important to share a word of caution so we can become wiser about interpersonal distance learning communications. In an online environment, many of the feelings or impressions that are transmitted via body language in face-to-face communications are lost. Consequently, interpreting emotions and innuendos can be difficult. Only what is written, or drawn, carries the message. Often, excitement can be misinterpreted as anger or insult. We all need to keep this in mind as we communicate.

Words in print may seem harmless, but they can injure us emotionally when working at a distance. Hence, we must be conscious of how we communicate while working at a distance and use good *netiquette*, that is, online communication etiquette. For example, your classmates may not know who is posting a comment, so clearly identify yourself when posting to a discussion board. Furthermore, avoid using all capital letters in electronic communication, as all caps come across as shouting.

The standard netiquette for participation in networked discussion requires that all comments focus on the topic at hand, without becoming personalized, and be substantive in nature. **In other words, you certainly may disagree with others, but you must do so respectfully.** You may express strong beliefs or emotions, but you may not get so carried away that you lose all perspective on the course itself.

You can find more information on netiquette, the etiquette of Internet communication, at www.albion.com/netiquette.

Disability Statement

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email at cass@utep.edu, or visit the office located in UTEP Union East, Room 106.

For additional information, please visit the CASS website at www.sa.utep.edu/cass.

The University Writing Center Services:

The University Writing Center offers free synchronous online one-on-one writing assistance for UTEP Connect students. Graduate and undergraduate consultants work with writers on projects for a wide variety of classes and provide assistance during all parts of the writing process, including: prewriting, drafting, revising, and editing. Online assistance is available by appointment through the UWC's website ([uwc.utep.edu]uwc.utep.edu). Most UWC consultants are bilingual Spanish and English speakers. Consultants will not edit your paper for you, and you are the one ultimately responsible for the work you submit and the grade you earn. Instead, Writing Center consultants will guide you through the writing process and teach you valuable writing skills. Visit the UWC's website to learn more about the services they provide, or make an appointment for an online consultation. Online consultations take place during regular business hours (see website) and must be made at least one day in advance.

Have a great learning experience!

COMM 3355 Calendar: Week 1

Activity	Description	Due Date	Points
Readings	<p>Required Readings:</p> <ul style="list-style-type: none"> • Ch2. Classical Approaches Page17-36 (Miller's textbook) • "Effective Organizational Communication: A competitive Advantage", HR Magazine, Dec 2008. Vol 53 Issue 12 P. 1-9. Available in the reading guide from the UTEP library • "Organizational Communication: The Pioneers", Author: Paul H. Pietri, Journal of Buisness Communication . Summer 74, Vol. 11, Issue 4, p3-6. Available in the reading guide from the UTEP Library <p>Additional Resources In preparation for each weekly case study, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	Wednesday October 19th, by 11:00 PM Mountain Time	0
Week 1 Discussion 1	Introduce yourself to your classmates and instructor. Talk about your current work, your professional experience, and the expectations you have for this course. In addition, why do you feel the study of communication and conflict is important to organizations?	Initial post to the Discussion due by Wednesday October 19th, 11:00 PM Mountain Time Two replies to your peers due by Saturday October 22nd, 11:00 PM Mountain Time	0
Week 1 Discussion 2	<p>From the 3 main theories presented: 1) Classical management, 2)Theory of Bureaucracy and 3)Scientific management, answer the following questions:</p> <ul style="list-style-type: none"> • Which theory do you think has a wider practical application? • Why? • From a Communication's perspective, what aspects of that specific theory apply to today's organizations? 	Initial post to the Discussion due by Thursday October 20th, 11:00 PM Mountain Time Two replies to your peers due by Sunday October 23rd 11:00 PM Mountain Time	30
Quiz 1	Please answer questions for quiz #1 (Based on Ch. 2 from text book) Deadline: Sunday October 23rd by 11:00 PM MST		100

COMM 3355 Calendar

Week 2

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Ch3. "Human Relations and Human Resources Approaches" Pages 37-59 (Miller's textbook) • Ch4. "Systems and Cultural Approaches" Pages 60-81(Miller's textbook) <p>Additional Resources</p> <p>In preparation for each weekly case study, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	Wednesday Oct 26th, by 11:00 PM Mountain Time	0
Week 2 Discussion	<ul style="list-style-type: none"> • What is the main difference between the <i>Machine metaphor</i> (From the Classical Approach discussed in Chapter 2) and the <i>Family metaphor</i> (From the Human Relations approach Chapter 3)? • Is there one single approach that is more appropriate for an organization? • Should both approaches be applicable to organizations? • Why or Why not? 	<p>Initial post to the Discussion board due by Thursday Oct 27th, 11:00 PM Mountain Time</p> <p>Two replies to your peers due by Sunday October 30th, 11:00 PM Mountain Time</p>	30
<p>Quiz 2 Please answer questions for quiz 2 (Based on Ch.3 & Ch.4 from Miller's text book) Due: Sunday October 30th by 11:00 PM MST</p>			100

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Week 3

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Ch5. “Constitutive Approaches”. Pages:82-98 (Miller’s textbook) • Ch6.”Critical and Feminist Approaches”. Pages: 99-118 (textbook) <p>Additional Resources</p> <p>In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	Wednesday Nov 2nd, by 11:00 PM Mountain Time	0
Week 3 Discussion	<ul style="list-style-type: none"> • How do you feel critical theories of Organizational Communication can help minimize power imbalances in organizations? 	<p>Initial post to the Discussion due by Thursday November 3rd, 11:00 PM Mountain Time</p> <p>At least 2 replies to your peers due by Sunday November 6th, 11:00 PM Mountain Time</p>	30
Quiz 3	<p>Please answer questions for quiz #3 (Based on Ch.5 & Ch.6 from text book) Deadline: Sunday November 6th by 11:00 PM MST</p>		100

COMM 3355 Calendar

Week 4

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Ch. 7 The Socialization Process. Pages 119-138 (Miller’s Textbook) • Ch.8 Decision-Making Process. Pages 139-157 (Miller’s Textbook) <p>Additional Resources In preparation for each weekly case study, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	Wednesday Nov 9th, by 11:00 PM Mountain Time	0
Week 4 Discussion	<ul style="list-style-type: none"> • Your book presents an interesting definition for the concept of “<i>Knowledge Management</i>”, using this definition as base point, how would you describe/explain what Knowledge Management entails to your supervisor and coworkers? • What are the contributions to an organization of a successful knowledge management system? 	<p>Initial post to the Discussion due by Thursday Nov 10th, 11:00 PM Mountain Time</p> <p>At least 2 replies to your peers due by Sunday Nov 13th, 11:00 PM Mountain Time</p>	30
Quiz 4	Please answer questions for quiz #4 (Based on Chapter 6 &7 from text book) Deadline: Sunday Nov 13th 11:00 PM MST		100

COMM 3355 Calendar Week 5

Activity	Description	Due Date	Points
<p>Readings</p>	<p>Required Readings</p> <ul style="list-style-type: none"> • Ch. 9 “Conflict Management Processes” (Miller’s Textbook) Pages 158-194 • Ch. 10 “Organizational Change and Leadership Processes” Pages 177-194 (Miller’s Textbook) • “Workplace Conflict: Three Paths to Peace (available from the UTEP library guide) <p>Additional Resources</p> <p>In preparation for each weekly topic , you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Wednesday Nov 16th, by 11:00 PM Mountain Time</p>	<p>0</p>
<p>Week 5 Discussion</p>	<p>As it has been discussed in the readings for this week, change is a natural process of the organizational lifecycle. Your readings also mention that Leadership is a key component in managing and communicating change. From the diverse leadership models presented by Miller (Trait, Style, Contingency, and Transformational) :</p> <ul style="list-style-type: none"> • Which one do you feel would be more effective in dealing with conflict and change? • Why do you feel your chosen leadership model offers more is more suitable to manage and communicate change? 	<p>Initial post to the Discussion due by Thursday Nov 17th, 11:00 PM Mountain Time</p> <p>At least two replies to your peers due by Sunday Nov 20th, 11:00 PM Mountain Time</p>	<p>30</p>
<p>Quiz 5</p>	<p>Please answer questions for quiz #5 (Based on Ch.9 & Ch. 10 from textbook) Deadline: Sunday Nov 20th 11:00PM MST</p>	<p>100</p>	

COMM 3355 Calendar Week 6

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Ch11. “Processes of Emotion in the Workplace”. (Miller’s textbook). Pages 195-215 • Ch. 12 “Organizational Diversity Processes”(Miller’s textbook). Pages 216-234 • Diversity and Inclusion are Essential to a Global Virtual Team’s Success” Peace (available from the UTEP library guide) <p>Additional Resources</p> <p>In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	<p>Tuesday Nov 22nd by 11:00 PM Mountain Time</p>	0
Week 6 Discussion	<p>Discussion Prompt</p> <p>Your readings for this week present the issue of balancing work and home, as part of understanding a more diverse workforce.</p> <p>*From your professional experience, what are some efforts organizations can implement in order to allow employees to have more balanced personal and professional life?</p> <p>*What value does it provide for organizations to provide these options to employees?</p>	<p>Initial post to the Discussion due by Wednesday Nov 23th, 11:00 PM Mountain Time</p> <p>At least one reply to your peers due by Sunday November 27th, 11:00 PM Mountain Time</p>	30
Quiz 6	<p>Please answer questions for quiz #6 (Based on Ch.11 & 12 from text book) Due date: Sunday November 27th 11:00 PM MST</p>		100

COMM 3355 Calendar

Week 7

Activity	Description	Due Date	Points
Readings	<p>Required Readings</p> <ul style="list-style-type: none"> • Ch13. Technological Processes. Pages 235-253(Miller's Textbook) • Ch14. The Changing Landscape of Organizations (Miller's Textbook) <p>Additional Resources In preparation for each weekly topic, you are encouraged to explore the web and the UTEP Library, including NBC Learn, Films on Demand, and other media resources.</p>	Wednesday November 30th by 11:00 PM Mountain Time	0
Week 7 Discussion	<ul style="list-style-type: none"> • Which technological innovation do you think has had the most influence on how organizations communicate? • Analyze your current organization. • What kind of approach does the staff take in relation to technology (Utopian or Luddites)? • Why do you think is that? 	<p>Initial post to the Discussion due by Thursday December 1st, 11:00 PM Mountain Time</p> <p>At least one reply to your peers due by Sunday December 4th, 11:00 PM Mountain Time</p>	30
Quiz 7	<p>Please answer questions for quiz #7 (Based on Ch.13 & 14 from Miller's text book) Deadline Sunday December 4th 11:00 PM MST</p>		100

Assignment Week 7

Final Organizational Communication Application Paper

(Due Sunday December 4th, 11:00 PM MST) (Total Points: 90)

Instructions:

The purpose of this document is to do an analysis on the diverse theories /concepts learned during our COMM 3355 course and describe how we can apply these concepts to our professional careers. Write a 4-5 page paper in which you include the following components:

Part A: Individual Conceptualization of Organizational Communication (30 Points):

- Based on the diverse concepts /theories discussed in our book, how would you define Organizational Communication?
- Why is the study of Organizational Communication relevant and valuable to contemporary organizations?

Part B: Practical Application (30 Points):

- Which theoretical concepts from the ones discussed in Chapters 2-6 do you feel have a stronger practical application in your current (or more recent) organization/workplace?
- How can your current (or most recent) organization/workplace benefit from better understanding Organizational Communication theories/concepts
- Why?

Part C: Professional Competitive Advantage (30 Points):

- Describe how the material covered in this course might help you become a more competitive professional.
- Provide two specific examples directly related to how you can apply the knowledge learned in class to your chosen professional/academic life.

Your paper should include:

- An Introduction, proper transitions between sections (include titles) and a strong Conclusion/closing statement.
- **Use proper citations in APA style where applicable.**

Deadline to submit your final reflection paper is **December 4th, 11:00 PM MST**