Communication impacts literally every aspect of business operations and human resources interaction and management. The most successful businesses are those able to communicate effectively. Today, that includes both traditional communication methods and a variety of emerging technologies and media, such as e-mail, instant messaging and video conferencing. So, as businesses strive to control and maintain communication channels, they must learn to leverage electronic media as well. Further complicating communication is the ever-growing diversity in the workforce both nationally and internationally. This course will examine these varied communication methodologies considering effective utilization and problem prevention and resolution.

II. MAJOR INSTRUCTIONAL GOALS

GOAL A:
Define organizational communication with respect to the prevalent approaches of communication.

Learning Outcomes: The student will:

A-1 Be able to define organizational communication.
A-2 Understand the impact and importance of social trends on communication.

GOAL B:
Gain an overview and insight into the historical perspectives of organizational communication.

Learning Outcomes: The student will:

B-1 Understand basic theories of communication.
B-2 Be able to explain classical management approaches of organizations.
B-3 Contrast human relations approaches to classical approaches.
B-4 Understand the value of the human resources approach.

GOAL C:
Examine the systems approach to communication.

**Learning Outcomes:** The student will:

C-1 Understand the theoretical foundation underlying organizational communication.
C-2 Be able to explain the systems models of organizational communication.
C-3 Define and understand the cultural approach to communication.
C-4 Examine frameworks for understanding the differences in communication styles.

**GOAL D:**
View interpersonal relationships and organizational communication.

**Learning Outcomes:** The student will:

D-1 Examine a variety of interpersonal communication contexts.
D-2 Understand communication impact on customers, supervisors and peers.
D-3 Appreciate the need for effective communication in teams.
D-4 Examine the issues arising in group communication processes.

**GOAL E:**
Personal communication reflections and development.

**Learning Outcomes:** The student will:

E-1 Gain an awareness of his/her own communication style.
E-2 Analyze strengths and areas for improvement when communicating.
E-3 Recognize barriers to communication and develop strategies to overcome them.
E-4 Demonstrate effective oral and written communication skills.
E-5 Be able to use a variety of electronic media.