



UNSW

UNSW Course Outline

MDIA5022 Organisational Communication - 2024

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General Course Information

Course Code : MDIA5022

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of the Arts and Media

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Organisational communication is underpinned by the ability to foster positive relationships, deftly manage complex dynamics, and migrate knowledge through workplace networks. While we often assume that communication is a rational process, workplaces are also impacted by emotions,

blockages to effective messaging, and cultural dynamics. So as to critique and address the unique challenges of communication in organisational contexts, you will engage with and apply theories and concepts relevant to both interpersonal communication and organisational dynamics. With a view to the issues, challenges, and opportunities in corporate and other organisational contexts, this course will develop new and existing skills in communication discourse—including negotiation, persuasion, advocacy, managing change, valuing diversity, ethical decision-making, and conflict resolution.

Relationship to Other Courses

Not Applicable

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply interpersonal communication concepts and processes to organisational contexts and problems
CLO2 : Demonstrate knowledge of organisational communication concepts
CLO3 : Apply negotiation and persuasion skills, and theories of managing change
CLO4 : Examine the importance of valuing diversity, ethical decision making and conflict resolution

Course Learning Outcomes	Assessment Item
CLO1 : Apply interpersonal communication concepts and processes to organisational contexts and problems	<ul style="list-style-type: none">• Group presentation and report• Research Paper• In-Class Exam
CLO2 : Demonstrate knowledge of organisational communication concepts	<ul style="list-style-type: none">• Group presentation and report• Research Paper• In-Class Exam
CLO3 : Apply negotiation and persuasion skills, and theories of managing change	<ul style="list-style-type: none">• Research Paper• In-Class Exam
CLO4 : Examine the importance of valuing diversity, ethical decision making and conflict resolution	<ul style="list-style-type: none">• Research Paper• In-Class Exam

Learning and Teaching Technologies

Moodle - Learning Management System

Additional Course Information

Please note that the unit is provided in a Lecture (1 hour) and Tutorial (2 hour) format

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Group presentation and report	30%	Start Date: Begin Week 2 Due Date: In Tutorials, week 2-4,7-9
Research Paper	40%	Start Date: 11/11/2024 12:00 AM Due Date: 17/11/2024 11:59 PM
In-Class Exam	30%	Start Date: Not Applicable Due Date: Week 5: 07 October - 13 October

Assessment Details

Group presentation and report

Assessment Overview

Group assessment of 4 students. 20-25 minute presentation. 1500 word report.

Written feedback provided via Turnitin.

Course Learning Outcomes

- CLO1 : Apply interpersonal communication concepts and processes to organisational contexts and problems
- CLO2 : Demonstrate knowledge of organisational communication concepts

Detailed Assessment Description

This assessment requires the students to give a presentation related to the previous week's lecture and readings from the week the group is assigned to present. The assessment requires them to find a relevant case study to apply the chosen concept or theory to as part of their talk and for the accompanying 1500 word report. See the Unit Moodle for more details.

Assessment Length

20-25 min presentation and 1,500 words

Submission notes

See Moodle for more details

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Research Paper

Assessment Overview

2500 words for written reflection. This is the final assessment task.

Written feedback provided via Turnitin.

Course Learning Outcomes

- CLO1 : Apply interpersonal communication concepts and processes to organisational contexts and problems
- CLO2 : Demonstrate knowledge of organisational communication concepts
- CLO3 : Apply negotiation and persuasion skills, and theories of managing change
- CLO4 : Examine the importance of valuing diversity, ethical decision making and conflict resolution

Detailed Assessment Description

This research assignment will require the application of the theories and concepts of the unit to the analysis of the real-world, publicly available communications of an organisation. See the Unit Moodle for more detail.

Assessment Length

2,500 words

Submission notes

See Moodle for more details

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

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In-Class Exam

Assessment Overview

Essay-based in-class exam. Questions will be provided ahead of time; questions which students will answer in the exam will be randomly selected on the day of the exam.

Written feedback provided on exams, which will be returned to students.

Course Learning Outcomes

- CLO1 : Apply interpersonal communication concepts and processes to organisational contexts and problems
- CLO2 : Demonstrate knowledge of organisational communication concepts
- CLO3 : Apply negotiation and persuasion skills, and theories of managing change
- CLO4 : Examine the importance of valuing diversity, ethical decision making and conflict resolution

Detailed Assessment Description

This assessment will require students to complete the In-Class Exam (online) in Week 5. The assessment will require the analysis of a piece of an organisation's communication and its relation to the concepts of the unit. See the Unit Moodle for more detail.

Assessment Length

800-1,000 words

Submission notes

See Moodle for more details

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

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Planning/Design Assistance

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General Assessment Information

Please make sure to use the Harvard Referencing system as per the UNSW guide - <https://www.student.unsw.edu.au/harvard-referencing>

Grading Basis

Standard

Requirements to pass course

All assessments must be attempted to pass the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Introduction to Organisational Communication - This week serves as an introduction to the landscape of organisational communication. Through foundational readings, you will explore the historical context, key theories, and current trends in the field.
	Tutorial	This week will discuss what to expect from the unit, expectations of students, and assign groups and presentation weeks for the Group Presentation assessments conducted from Weeks 2-4 & 7-9.
Week 2 : 16 September - 22 September	Lecture	Internal Communication in the 21st Century Workplace - The focus this week is on internal communication and its role in organisational effectiveness. You will examine how technological and cultural shifts have shaped internal communication strategies.
	Tutorial	Discussion and exercises related to internal communication and its role in organisational effectiveness. In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Group Presentation Assessment for Group 1 and report due prior to the tutorial. Groups will be assigned in the Week 1 tutorial. See Moodle for more detail.
Week 3 : 23 September - 29 September	Lecture	Organisational Culture and Identity - Dive into the intricacies of organisational culture and identity, exploring how they influence communication strategies and employee engagement.
	Tutorial	Discussion and exercises related to the intricacies of organisational culture and identity. In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Group Presentation Assessment for Group 2 and report due prior to the tutorial. Groups will be assigned in the Week 1 tutorial. See Moodle for more detail.
Week 4 : 30 September - 6 October	Lecture	Global Trends in Organisational Communication - This week, you will explore the global trends shaping organisational communication, including digital transformations and shifts in corporate authority.
	Tutorial	Discussion and exercises related to exploring the global trends shaping organisational communication, including digital transformations and shifts in corporate authority. In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Group Presentation Assessment for Group 3 and report due prior to the tutorial. Groups will be assigned in the Week 1 tutorial. See Moodle for more detail.
Week 5 : 7 October - 13 October	Lecture	Please note that the Week 5 Lecture will be available online only due to the Public Holiday Leadership, Team Effectiveness & Workplace Change - Examine the role of communication in leadership, team effectiveness, and managing workplace change. Understand how effective leadership communication impacts organisational performance. The online exam will run this week in place of tutorials.
	Tutorial	No Tutorials this week
	Assessment	Online Exam Assessment In place of tutorials, students will instead use the time this week to complete the Exam Assessment (see Moodle for more detail)
Week 6 : 14 October - 20 October	Other	Flexi-week No classes this week. Please use the time you have to catch up with course readings.
Week 7 : 21 October - 27 October	Lecture	Reputation and Crisis - Learn about the importance of reputation management and crisis communication. Understand how organisations can proactively address issues and manage their reputation during crises as part of their organizational communications.
	Tutorial	Discussion and exercises related to how organisations can proactively address issues and manage their reputation during crises.

		In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Group Presentation Assessment for Group 4 and report due prior to the tutorial. Groups will be assigned in the Week 1 tutorial. See Moodle for more detail.
Week 8 : 28 October - 3 November	Lecture	CSR, Social Change and the Public Sphere - This week focuses on the role of organisations in social change and how they navigate the public sphere. We discuss changing approaches to corporate social responsibilities (CSR) as part of the Public Sphere.
	Tutorial	Discussion and exercises related to how organisations communicate their corporate social responsibilities (CSR), the role of organisations in social change and how they navigate the public sphere. In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Group Presentation Assessment for Group 5 and report due prior to the tutorial. Groups will be assigned in the Week 1 tutorial. See Moodle for more detail.
Week 9 : 4 November - 10 November	Lecture	Listening, Dialogue and Voice (Part 1)- We wrap up the unit by exploring the crucial role of listening, dialogue, and voice in organisational communication, understanding how these elements shape stakeholder relationships and corporate strategies.
	Tutorial	Discussion and exercises related to how organisations can engage in listening, dialogue, and voice as part of their organisational communications. In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Group Presentation Assessment for Group 6 and report due prior to the tutorial. Groups will be assigned in the Week 1 tutorial. See Moodle for more detail.
Week 10 : 11 November - 17 November	Lecture	Listening, Dialogue and Voice (Part 2) - We conclude the examination of the crucial role of listening, dialogue, and voice in organisational communication, understanding how these elements shape stakeholder relationships and corporate strategies.
	Tutorial	We continue our discussion and exercises related to how organisations can engage in listening, dialogue, and voice as part of their organisational communications. In-class Group Presentations based on the previous weeks topic, theories and concepts.
	Assessment	Assessment 3 Research Paper due on Sunday 17th November. See Moodle for more detail.

Attendance Requirements

School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). Failure to meet the minimum attendance requirement will result in

an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

Bachelor of Arts (3409)

4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.
5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.
8. Act ethically, respectfully and responsibly.

Bachelor of Media (3341)

2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism
5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.
7. Collaborate effectively with local and international communities of practitioners across media contexts.

Bachelor of Fine Arts (4830)

4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.

6. Contribute to contemporary creative fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.
7. Employ professional practice principles to realise independent and collaborative initiatives.

Master of Communication and Journalism (8232)

4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences
6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks
7. Collaborate effectively with others

Master of Public Relations and Advertising (8281)

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences
6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks
7. Collaborate effectively with others

Course Resources

Prescribed Resources

No set text. See Moodle for weekly readings.

Recommended Resources

Weekly readings available via Moodle.

Course Evaluation and Development

Through the MyExperience process and via informal conversations.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Dan Andrew		Webster 231L		Monday's 10-11am or by appointment	Yes	Yes

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work.

Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

Submission of Assessment Tasks

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

Important note: UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School-specific Information

Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>