

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL

DATE 12.5.06
PROGRAM AREA COMMUNICATION

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix COMM Course# 442 Title ORGANIZATIONAL COMMUNICATION Units (3)

3 hours lecture per week

hours lecture per week

☒ Prerequisites COMM 101 and 210 or 220

☐ Corequisites

Description Both businesses and nonprofit organizations use the following skills taught in this class: hiring, firing, delivering bad news, creating and sending internal and external messages, listening, negotiation and conflict resolution. Setting specific practices will also be considered.

☐ Gen Ed

Graded

☐ CR/NC

☐ Repeatable for up to units

Categories

☐ Lab Fee Required

☒ A - F

Total Completions Allowed

☐ Optional (Student's choice)

☐ Multiple Enrollment in same semester

☐ Mission Based Learning Objectives: ☒ Interdisciplinary ☐ International ☐ Multicultural ☐ Service Learning

☐ Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	20	<input checked="" type="checkbox"/>	
Seminar				<input type="checkbox"/>	
Laboratory				<input type="checkbox"/>	
Activity				<input type="checkbox"/>	

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Business/Nonprofit emphasis for the Bachelor of Arts in Communication.

In this emphasis, students will be able to a) summarize which types of communication experiences are most common in business and other organizations, b) analyze audiences and situations in order to make formal business and professional presentations to internal and external audiences, c) assess their personal organizational communication skills.

Students will apply communication concepts to the world of work by

- practicing their listening skills;
- negotiating and practicing conflict resolution;
- participating in small group dynamics; and
- designing and delivering strategic organizational messages.

After completing this emphasis, students will be able to identify choices available to them as business communicators and recognize the implications of those choices in profit and nonprofit settings.

4. Is this a General Education Course YES ☐ NO ☒

If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication ☐

A-2 English Writing ☐

A-3 Critical Thinking ☐

B (Mathematics, Sciences & Technology)

B-1 Physical Sciences ☐

B-2 Life Sciences – Biology ☐

B-3 Mathematics – Mathematics and Applications ☐

- B-4 Computers and Information Technology ☐
- C (Fine Arts, Literature, Languages & Cultures)**
- C-1 Art ☐
- C-2 Literature Courses ☐
- C-3a Language ☐
- C-3b Multicultural ☐
- D (Social Perspectives)** ☐
- E (Human Psychological and Physiological Perspectives)** ☐
- UD Interdisciplinary** ☐

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. Teamwork
- II. Conflict & Negotiation
- III. Networking
- IV. Knowledge Management
- V. Organizational Development
- VI. Grapevine/Rumors
- VII. International Workplaces - Globalization
- VIII. Computer Mediated Interaction
- IX. Gender Issues
- X. Change
- XI. Workplace Identities

Does this course overlap a course offered in your academic program? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing:

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Zaremba, A. J. (2006). Organizational Communication: Foundations for Business & Management. South-Western Educational Publishing. 2nd Edition.

Goodall, H. & Eisenberg, E. (2003). Organizational Communication: Balancing Creativity and Constraint. Bedford/St. Martin's; 4th edition

Cheney, G., Christensen, L. T., Zorn, T. E., & Ganesh, S. (2003). Organizational Communication in an Age of Globalization: Issues, Reflections, Practices. Waveland Press.

Shockley-Zalabak, P. (2005). Fundamentals of Organizational Communication (6th Edition) (Hardcover) Allyn & Bacon; 6th edition.

8. List Faculty Qualified to Teach This Course.

Dr. Trudy Milburn and Communication Faculty

9. Frequency.

a. Projected semesters to be offered: Fall ☒ Spring ☐ Summer ☐

10. New Resources Required. YES ☐ NO ☒

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)
- b. Library needs
- c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒

If, YES attach a program modification form for all programs affected.

Dr. Trudy Milburn

Proposer of Course

9/14/2006

Date

Approval Sheet

Program/Course: COMM 442

Program Chair(s)	Date
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General Education Chair(s)	Date
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Curriculum Committee Chair(s)	Date
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Dean of Faculty	Date
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