



Case Studies in Organizational Communication
3650-660 (3CU)
Spring 2024

Instructor: Chigozirim Utah Sodeke, Ph.D.

Office: 2415 Buzzard Hall

Office Hours: T 9.30-10.30 (in office)

W 9.30-11.30 (online)

Th 9.30-10.30 (in office)

E-mail: ciutah@eiu.edu

Course Description

This course examines key issues in Organizational Communication through an analysis of case studies. Students will apply various theories of Organizational Communication to real-life (or real-life-inspired) cases from contemporary organizational settings.

Instructor Notes:

As we explore each case, we will revisit the questions and foundational principles that formed the foundation of the introductory course. What does effective communication mean **in context**? How can individuals and organizations position themselves to communicate more effectively?

Course Learning Objectives

- Students will analyze the relationships between organizational communication theory and practice.
- Students will apply the theoretical lenses of organizational communication to case studies.
- Students will evaluate the use of organizational communication theories to craft solutions to difficult organizational communication problems.
- Students will synthesize overlapping characteristics among organizational communication theory.

Course Materials

Cases in organizational and managerial communication: Stretching boundaries by Fyke, Faris & Buzzanell

Other materials provided on D2L

Course Structure

This course is completely online. It requires regular access to technology and reliable internet. I follow a **2-week structure**. Every 2 weeks, a new module will open on **Monday @ 12 noon and close on Sunday @ 11:59 pm**.

The first two weeks are introductory.

Starting from week 3, you will complete the following in the two-week period:

- Case readings from the text and relevant supplemental materials
- Practical Challenge Discussion

- Lecture
- Lecture Analysis

As soon as you open the module, reference the task list and make sure you review what you have to complete. You must complete all the work in the module before it closes.

COURSE OUTLINE

Week 1 (Jan 8-14): Course Introduction and Theoretical Foundations

Week 2 (Jan 15-21): Course Introduction and Theoretical Foundations; **Course Intro Response Due**

Week 3 (Jan 22-28): Module 1 Addressing Communication Myths

Week 4 (Jan 29-Feb 4): Module 1 Addressing Communication Myths

Week 5 (Feb 5-11): Module 2 Management Approaches and Challenges

Week 6 (Feb 12-18): Module 2 Management Approaches and Challenges

Week 7 (Feb 19-25): Module 3 Understanding and Influencing Organizational Culture

Week 8 (Feb 26-Mar 3): Module 3 Understanding and Influencing Organizational Culture

Week 9 (Mar 4-10): Module 4 Relationships and Organizing

Week 10 (Mar 11-17): Module 4 Relationships and Organizing; **Case Paper Draft 1 Due**

Week 11 (Mar 18-24): **Spring Break**

Week 12 (Mar 25-Mar 31): Module 5 Leadership and Power

Week 13 (Apr 1-7): Module 5 Leadership and Power

Week 14 (Apr 8-14): Module 6 Constructive and Destructive Conflict

Week 15 (Apr 15-21): Module 6 Constructive and Destructive Conflict

Week 16 (Apr 22-28): **Case Paper Draft 2 Due**

Week 17 (Apr 29- May 5): **Finals Week**

Assignments

Instructions for all assignments will be provided in D2L.

Course Introduction Response

Summarize and discuss your impressions of one of the foundational ideas of organizational communication theory: communication constitutes organizations.

Practical Challenge Discussion and Response

Respond to the cases by discussing related communication challenges in your organizations. What lessons do the cases offer about how to negotiate these communication challenges? You should also respond to at least two other people.

Lecture Analysis

You will complete a short reaction to the lecture synthesizing its key points and your takeaways.

Case Paper Draft 1 and 2

You will construct your own case study modeled after the case studies in the text. Each case should buttress a key principle or idea you have learned in the course. You will submit an initial draft of the paper before spring break so that you can get feedback on your writing.

Course Introduction Response = 20

Practical Challenge Discussion (6 @ 10 points each) = 60

Practical Challenge Response (6 @ 5 points each) = 30

Lecture Analysis (6 @ 10 points each) = 60

Case Paper Draft 1 = 50

Case Paper Draft 2 = 100

TOTAL: 320

SCALE

A (100-90%)

B (89-80%)

C (79-70%)

D (69-60%)

F (59-0%)

Course Policies

Please pay special attention to the following guidelines:

Technology Requirements

You must have a computer with internet access, must be able to access D2L, must be able to use the Dropbox function, and must be able to use Adobe Acrobat Reader. It is also your responsibility to come up with a backup plan for dealing with technology issues. **Do not wait until the last minute to complete work.**

Communication

I check my email messages frequently but please allow 24 hours for response. I do not check email on weekends unless completely necessary. I can be contacted via D2L email or my EIU email. If you send a message to my EIU email, use your official EIU email. Mail sent from other email addresses may be filtered out by the Eastern system. You are expected to check your D2L email address on a consistent basis in order to stay current with course communications.

My Ethical Code

I do not entertain or respond to random requests for “points”. **It is highly unethical to ask your professor to give you a grade you have not earned.** Your grade will be based on careful, thoughtful, and honest evaluation of ALL your work. If you are struggling, it is your responsibility to communicate with me right away and pursue legitimate channels for improving your work.

Respect and Etiquette

Please trust that I will never intentionally seek to harm anyone in the class. I also want to stress that I cannot build a climate of trust and respect on my own.

I have a **zero-tolerance policy** when it comes to mean, nasty, disrespectful, discriminatory, and abusive communication. I will not stand for it whether it is directed at me or another student. I will defend my dignity and the dignity of all my students. Sadly, speaking to one another without basic kindness, humanity, and regard has become a norm in our society, especially in online contexts. If anyone has any concerns about another student’s behavior, please contact me. I expect that you will respect each other and the different ideas that the course will generate. If not, why are you here? Hopefully, when we disagree, we can do so respectfully and intellectually.

In the context of our classroom, email is a formal, professional communication. Begin your email with a salutation and conclude with an appropriate closing. Write concisely, proofreading for grammar, spelling, and punctuation errors. Pay close attention to tone, especially as we do not have the benefit of face-to-face communication.

Academic Integrity.

Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct: (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

Students with Disabilities.

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Accessibility and Accommodations (OAA). All accommodations must be approved through OAA. Please stop by McAfee Gym, Room 1272, or call 217-581-6583 to make an appointment.

Academic Support Center.

Students who are having difficulty achieving their academic goals are encouraged to contact the Academic Support Center (www.eiu.edu/success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Academic Support Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 2230.

Booth Library.

Located in the center of campus, Booth Library is the best place to do research, find expert help, or study in a calm, distraction-free environment. In addition to the many print resources, Booth provides access to high quality e-books, journals and scholarship not freely available on the Web. Stop by the Reference Desk or go to <http://library.eiu.edu> to explore library resources. Get expert help with your research by contacting the Booth

Library reference librarians. Visit, call 581-6072, or go to <http://booth.eiu.edu/ask> to connect with a librarian.