

Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: CMN 5710
3. Short title: Organizational CMN
4. Long title: Organizational Communication
5. Hours per week: 3 Class 0 Lab 3 Credit
6. Terms: Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: 2022
8. Catalog course description: This course provides an examination of how communication creates different kinds of organizations and how these organizations impact the lives and communication of organizational members.

9. Course attributes: N/A

General education component: _____

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

10. Instructional delivery

Type of Course:

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____

Mode(s) of Delivery:

☒ Face to Face ☒ Online ☐ Study Abroad
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____

11. Course(s) to be deleted from the catalog once this course is approved: N/A

12. Equivalent course(s): None

a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No

13. Prerequisite(s): None

a. Can prerequisite be taken concurrently? ☐ Yes ☐ No

b. Minimum grade required for the prerequisite course(s)? _____

c. Use Banner coding to enforce prerequisite course(s)? ☐ Yes ☐ No

d. Who may waive prerequisite(s)?

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: Graduate Students

b. Degrees, colleges, majors, levels, classes which may not take the course: Undergraduates

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in:

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software _____

Course Fee ☒ No ☐ Yes, Explain if yes _____

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☐ Course is required for the major(s) of _____
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of _____
☒ Course is used as an elective _____

2. **Rationale for proposal:** This course proposal has not been revised in well over a decade. This revision updates the proposal to bring it in line with how the course is currently being taught. The learning goals, catalog description and course objectives have been updated.

3. **Justifications for (answer N/A if not applicable):** Edited for accuracy
Similarity to other courses: N/A
Prerequisites: N/A
Co-requisites: N/A
Enrollment restrictions: This course is designed to provide advanced in-depth examination of theories and concepts suitable for students who are engaging in research at the graduate level.
Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**
General education component: N/A
Curriculum: N/A
Instruction: N/A
Assessment: N/A

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: This course is offered online for the Communication and Leadership degree, and the Graduate Certificate in Communication Processes. These two areas are growing exponentially, and online options are needed for these students.

Instruction: All resources and activities will be available through the university learning management system. The system provides students with 24-hour online access to all course files, syllabus, PowerPoint files, media content, assignments, group activities, and discussion. Faculty assigned to teach the course will have completed OCDi training, or the equivalent.

Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. Written assignments will be processed through anti-plagiarism software (such as Turnitin). Discussion boards will be monitored for accurate and original content.

Interaction: The learning management system will be the required means to facilitate interaction between students, and between students and instructor. Discussion boards will be used extensively, as will video and/or audio PowerPoint presentations. Students will also facilitate using widely available interactive technology. While primarily asynchronous, faculty may choose to schedule synchronous meetings using the learning management system or equivalent.

Model Syllabus (Part II)

Please include the following information:

- 1. Course number and title:** CMN 5710: Organizational Communication 3 credit hours.
- 2. Catalog description:** This course provides an examination of how communication creates different kinds of organizations and how these organizations impact the lives and communication of organizational members.
- 3. Learning objectives:**
Students should be able to:
 1. Critically engage organizational forms and their meanings for our lives (GLG 1, 2)
 2. Analyze how organizations are social, cultural, economic, and political (GLG 2, 5)
 3. Cultivate theoretically informed opinions and perspectives regarding organizational phenomenon (GLG 4, 5)
 4. Link the study of organizations to one's research interests, projects, and/or other goals (GLG 2, 3, 4)
 5. Hone skills to discuss organizational issues both verbally and in the written form (GLG 3)
- 4. Course materials:** Weekly readings will be posted on the university's online learning management system.

5. Weekly Sample outline of content:

- Week 1: Introduction to the Course: Why Study Org Comm?
- Week 2: Organizational Communication Theory Overview
- Week 3: Social Landscape of Organizations
- Week 4: Classical Management
- Week 5: Human Relations Management
- Week 6: Human Resources Movement
- Week 7: The Cultural Turn
- Week 8: Critical/Postmodernist Turn
- Week 9: Postcolonial and Decolonizing Turn
- Week 10: Strategic Corporate Communication

- Week 11: Teams and Organizing
- Week 12: Corporate Reputation and Image
- Week 13: Corporate Social Responsibility
- Week 14: Final Projects/Presentations
- Week 15: Final Projects/Presentations
- Week 16: Final Exam

6. Assignments and evaluation, including weights for final course grade.

Weekly reflections/learning diaries: 50%

Discussion leader: 20%

Final comprehensive response: 30%

7. Grading scale.

Letter grades will be assigned based on the following scale:

A = 100 – 90%

B = below 90 – 80%

C = below 80 - 70%

D = below 70 - 60%

F = below 60%

8. Correlation of learning objectives to assignments and evaluation.

Course objectives	Weekly Reflections/Learning Diaries 50%	Discussion Leader 20%	Final Comprehensive response 30%
Critically engage organizational forms and their meanings for our lives (GLG 1, 2)	X	X	X
Analyze how organizations are social, cultural, economic, and political (GLG 2, 5)	X	X	X
Cultivate theoretically informed opinions and perspectives regarding organizational phenomenon (GLG 4, 5)	X	X	X
Link the study of organizations to one's research interests, projects, and/or other goals (GLG 2, 3, 4)	X		X
Hone skills to discuss organizational issues both verbally and in the written form (GLG 3)	X	X	X

Date approved by the department or school: February 9, 2022
Date approved by the college curriculum committee: March 2, 2022
Date approved by the Honors Council (*if this is an honors course*):
Date approved by CAA: CGS:

Last