

Course Outline for Organizational Communication

Spring 2015 | CH 010: T/R, 2.30 – 4 p.m.

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Office Hours: Tues./Thurs. 12.30–2.30 pm;
Or by appointment.

A. Course Policies and Details: bit.ly/ce-policy & my.elmhurst.edu

B. Social: @prorhetoric – #ecom320 | craigengstrom.info – #organizational communication

C. Course Schedule (Tentative)

- 2.3 | 5: Introduction (**NO CLASS 2/3**)
Reading for Thursday: Chapter 1 (pp. 1–22)
- 2.10 | 12: Complex Organizations
Reading: Chapter 2 (pp. 23–41)
- 2.17 | 19: Getting Organized
Reading: Chapter 3 (pp. 41–68)
- 2.24 | 26 : Human Resources
Reading: Chapter 6 (pp. 112–135)
- 3.3 | 3.5: Exam 1; Case #1
- 3.10 | 12: Organizational Symbols and Culture
Reading: Chapter 12 (pp. 243–270)
- 3.17 | 19: Culture in Action; Case #2
Reading: Chapter 13 (pp. 271–284)
- 3.24 | 26: Spring Break
- 3.31 | 4.2: Organization as Theater
Reading: Chapter 14 (pp. 285–302)
- 4.7 | 9: Exam 2; Case #3
- 4.14 | 16: Reframing Leadership / Change
Reading: Chapter 17, 18 (pp. 337–370; 371–392)
- 4.21 | 23: Storytelling / Organizational Rhetoric
Reading: Simmons (pp. 1–40)
- 4.28 | 30: Storytelling / Organizational Rhetoric
Reading: Simmons (pp. 49–137; selections)
- 5.5 | 7: Storytelling / Organizational Rhetoric
Reading: Simmons (pp. 161–202; selections)
- 5.12 | 14: Storytelling
Ignite talks
- 5.21: Final Exam @ 1:00 p.m. (Thursday)

Due

- Assess. (2.9)
- Exam 1 (3.3)
- Exam 2 (4.7)
- Ignite talk (5.12)
- Exam 3 (5.21)
- Assess. (5.23)

My Tumblr
Submission:

- _____
- _____
- _____

D. Activities and Assignments

Activities / Assignments	% of Final Grade
Assessments	5%
Discussion / cases	10%
Tumblr submissions	15%
Exams	60%
Ignite talk	10%
Extra effort work	(5%)
	<hr/> 100% <hr/>

Please bring your textbooks to every class meeting.

Assessment. You're required to complete a pre-course assessment and a post-course assessment. This is an all-or-nothing assignment. If you complete both assessments with obvious effort, you'll receive full credit. If you don't complete both assessments or you fail to demonstrate an honest effort, you'll receive no credit.

Discussion / cases. You're expected to read and come prepared to discuss the readings. Reader's notes and prepared questions from the readings is an excellent way to demonstrate you've read, especially if you are not a chatty person. I'll give you three short cases to read during the semester. You will work in groups to discuss the cases and make short informal presentations.

Tumblr submissions: You'll be assigned three dates to source and share relevant material from *The Economist, Inc.*, or *Entrepreneur* magazines. You'll post your comments here: <http://craigengstrom.info/submit>

Ignite-style presentation: More details regarding this assignment will be provided in class. The main idea is to have some fun while talking about something related to organizational communication (e.g., leadership, conflict, storytelling, symbolic interaction, and so on).

Exams: There will be three exams during the semester. The first two exams will consist of your typical true-false, multiple choice, and short answer questions. The final exam will be an essay-based exam, which will require you to offer concrete solutions to a short case study. You will need to purchase an official exam book (a.k.a., "blue book"). You can purchase an exam book for approx. \$0.60 at the bookstore. You can opt to purchase an exam book from me for \$1.00. You must pay me by May 12, 2014. Failure to use an exam book will constitute an immediate deduction of 15% of the earned grade.

Note: If you need to contact me via email, please write the following in the subject line: **COM 320: Something specific or informative**

Attachments submitted via email or BB should be labeled as follows:

EngstromC-Assignmentdetails.docx (or .rtf). (Replace my name with yours and assignment details with appropriate information.)