Course Specifications

Course name: Organizational communication Course code: 401 **PRA**	Program: Public Relations and Advertising Academic Level: Fourth Academic Semester: 1st term - 2nd term
Major:	**No. of studying units:** **Theoretical: (**3**) Practical: (**3**)**

Intended Learning Outcomes (ILOs):
a) Information and concepts:
A/١ defines the concepts, functions, objectives and obstacles of internal communications in relation to the structure of the organization. A/٢ describes the stages of development of institutional conflicts. A/٣ Describes the characteristics and uses of electronic management of information and communications A/٤ - Recognize the stages of institutional conflict management. A/٥ Recognizes the advantages and disadvantages of formal and informal communication networks in relation to leadership. A/٦ Mentions the most important applications of corporate communication technology at the internal and external levels. A/٧ Lists communication methods and methods that support change processes A/٨ identifies internal communication techniques in the development process of organizations A/٩ identifies methods of organizational leadership styles A/١٠ mentions strategies for building employees' emotional commitment to the brand

b) Intellectual skills:
B/١- Analyzes the strengths, weaknesses, opportunities and threats in the organization's communications B/٢- Chooses the appropriate communication method to address the shortcomings of internal communications B/٣- Chooses the appropriate communication tools for the type of target group of interests B/٤- Infers the differences between traditional and electronic institutional communication channels B /٥ - Infers the difference between how to manage the processes of organizational change and organizational development. B/٦- Explains the reasons for the development and growth of electronic communication networks for institutions B/٧- Chooses appropriate communication methods according to the objectives (management of conflict - change - development) B/٨ Planning for a development process at the College of Media. Institutional strengths B/١٠ Assessing the effectiveness of organizations' use of social media in managing relationships with different interest groups B/١١ Distinguishing between the communication strategies and techniques used in managing change in its different stages B/١٢ Classifying the communication techniques and methods used with employees to build their emotional commitment to identity Institutional B/١٣ Monitoring the basics of digital transformation in Egyptian government institutions, in comparison with the UAE model.

c) Professional and practical skills
C/١- Writes a practical report on the shortcomings and strengths of the organization's website C/٢- Makes presentations on verbal and non-verbal communication skills C/٣- Employs appropriate communication methods according to the organizational problem C/٤- Evaluates each of the methods used in Organizational Communications Department C/٥ - Implementing communication rules to raise the efficiency of organizational change management communications C/٦ Preparing and implementing practical cases for managing institutional conflict at the individual, group and institution levels. C/٧ sets a plan to manage the applied practices of dialogue communication to manage institutional conflicts C/٨ write a report on the communication policies and techniques

supportive of change C/٩- prepare a communication plan to develop one of the electronic gates bordering the institutions as a subject matter. C/١٠- Writing and presenting a report on the most important factors affecting me Efficiency of internal and external corporate communications. C/١١ Dealing with some applications of electronic corporate communications (electronic portal - presentations - internal television - video conference). C/11 Dealing with some applications of electronic corporate communications (electronic portal - presentations - internal television - video conference).

d) General and transferable skills

D/1 - The Internet is used to collect information from and about the websites and electronic portals of organizations D/2 - Designs and writes a training program to raise the communication skills of heads of administrative units D/3 - Presents a report on the efficiency of the communication and administrative skills of a leader D/4 - Discusses and compares all new In the field of institutional communication d/5 Efficiently deal with the computer and its various programs and access the blackboard educational platform d/6 uses the Internet to collect information about organizations d/7 thinks critically d/8 discusses or presents a lecture or report on techniques and channels Institutional communications external. D/9- Discusses and compares everything new in the field of corporate communications management. D/10 team member. D/11 Time management

Course content:

٠/ ١- Conceptual Corporate Communications (importance and functions – flow directions)· ٤/٢ Formal and informal internal communication networks and organizational structure ٣/٤ Personal Communication and Relationship Building - Methods of Internal and External Corporate Communications ٤/٤ - Corporate Electronic Communications (Concept - Internal and External Applications - Advantages and Disadvantages) ٤/٥ - The relationship between leadership styles and the effectiveness of effective communication methods ٤/٦-Culture of leadership, management of situational forces, and institutional decision-making + models of effective leadership ٤/٧ mid-term exam ٤/٨ - Conflict management communication (concept - conflict levels - stages of conflict management - communication strategies and techniques for institutional conflict resolution + practical cases) · ٤/٩ - institutional communication for change management (concept - reasons for change - forms of resistance) ٤/١٠ Communication Strategies for Change Management + Case in Action. ٤/١١ Organizational Development Communication (Concept-Objectives-Difference between change and development-Learning organization-Stages of development process). ٤/١٢- Strategies and Techniques for Developing Organizations. ٤/١٣ Managing Corporate Relations via Social Networks. ٤/١٤ Communication strategies and techniques to build employees' emotional commitment to corporate identity. ٤/١٥ The basics of digital transformation in government service institutions, the United Arab Emirates as a model. ٤/١٦ semester final exam.

Teaching and learning methods:

١ - Theoretical lectures ٢ - Case studies ٣ - Dividing the student into work teams ٤ - Self-learning ٥ - Brainstorming ٦ - Presentations ٧ - Problem solving ٨ - E-learning

Student Assessment Methods:

٠7/ a/١ - periodic applications. To assess: comprehension skills and intellectual skills.

٠٧/a/٢ - midterm exam. To assess: the skill of knowledge and understanding.

٠٧/a/٣ - tuition costs. To assess the student's ability to search and investigate.

٠٧/a/٤ - discussion and participation in the lecture.

٠٧/a/٣ - final exam. To evaluate: all skills.