



SUBJECT DATASHEET

ORGANIZATIONAL COMMUNICATION

BMEGT51S510

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

ORGANIZATIONAL COMMUNICATION

ID (subject code)

BMEGT51S510

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	0
Practice	5
Laboratory	0

Type of assessment

exam

Number of credits

3

Subject Coordinator

Name Position Contact details

Dr. Tóth Péter professor e-mail: toth.peter@gtk.bme.hu

Educational organisational unit for the subject

Department of Technical Education

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar-HU

Curricular role of the subject, recommended number of terms

Programme: **Mentor teacher programme from 2021/22/Term 2**

Subject Role: **Compulsory**

Recommended semester: **2**

Programme: **Measurement-assessment specialist teacher from 2021/22/Term 2**

Subject Role: **Compulsory**

Recommended semester: **2**

Programme: **Public education manager programme from 2021/22/Term 2**

Subject Role: **Compulsory**

Recommended semester: **2**

Direct prerequisites

Strong • alapképzési vagy főiskolai szintű szakhoz (BA/BSC) kapcsolódó pedagógus munkakör betöltésére feljogosító oklevél és 3 év köznevelési intézményben szerzett szakmai gyakorlat, mesterképzési szakhoz kapcsolódó egyetemi szintű (MA) pedagógus munkakör betöltésére feljogosító oklevél és 3 év oktatási intézményben szerzett gyakorlat k

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580768/11/2022. Valid from: 26.10.2022.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

To enable the student to recognize and apply the efficiency factors inherent in organizational communication. Get help in recognizing and managing communication interactions in the institution organization.

Academic results

Knowledge

1. Awareness of the importance of organizational communication, the pedagogical climate, efficiency, development of organizational culture.
2. You will know the application of organizational communication techniques, their role in the prevention of organizational conflicts.

Skills

1. You will be able to recognize the specifics of the institutional organization and manage the communication of organizational processes.
2. You will be able to design the image of the institutional organization, to communicate the organizational culture and traditions up-to-date.
3. You will be able to position and display the institutional organization in its maintainers and other educational environments.

Attitude

1. A willingness to cooperate is formed, the desire to approximate individual and organizational goals.
2. It can detect the state and changes of the organizational climate and communication, recognize the necessary and possible points of intervention.
3. Open to mutual communication and exchange of experience

Independence and responsibility

1. According to its position, role and position in the hierarchy of the institutional organization, it authentically conveys the dimensions of the organizational culture, strengthens the formation and development of the "we" consciousness.
2. Takes responsibility for the organization, human resources and quality improvement

Teaching methodology

In the garden of the training session, the trainer theme illustrated by presentation is exploration, the publication of group tasks, the management of preparation. From the work of the groups, a plenary presentation is made with the appearance of each student. Individual manifestations, plenary debate, trainer summary

Materials supporting learning

- Benedek István (2020): 2. szemeszter Hallgatói Tréning Munkafüzet Szervezeti Kommunikáció
- Benedek István (2020): 2. szemeszter Konzulensi Tréning Munkafüzet Szervezeti Kommunikáció
- Benedek István (2019): Szervezetan BME GTK Műszaki Pedagógiai Tanszék Budapest, Jegyzet, p.105.
- Értékelő és feladatlapok, a jegyzethez készített prezentáció.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

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Performance assessment methods

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Percentage of performance assessments, conducted during the study period, within the rating

- -: 30
- -: 70

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

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Issuing grades

Excellent	95
Very good	88-94
Good	75-87
Satisfactory	62-74
Pass	50-61
Fail	50 % alatt

Retake and late completion

-

Coursework required for the completion of the subject

nem releváns	54
nem releváns	5
nem releváns	30
nem releváns	1
Összesen	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 10.10.2022.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

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- 1 PR és média alapismeretek.Kommunikációs alapismeretek.Stilisztika és sajtónyelv,Társadalmi kommunikáció.Reklám- és hirdetésszervezés.Média etika.Arculattervezés.Szervezeti kultúra jellemzői.

Additional lecturers

- - -

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