



## **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

<u>Type</u>	<u>Lessons</u>	<u>Type of assessment</u>	<u>Number of credits</u>
Lecture	0	exam	
Practice	5		
Laboratory	0		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

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

Subject Role: Compulsory

Recommended semester: 2

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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): Szervezettan 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**

#### **Performance assessment methods**

##### **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**

#### **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**

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

### **Additional lecturers**

### **Approval and validity of subject requirements**