



SUBJECT DATASHEET

Organizational and Group Communication

BMEGT43A358

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Organizational and Group Communication

ID (subject code)

BMEGT43A358

Type of subject

class

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	2
Laboratory	0

Type of assessment

exam

Number of credits

6

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
dr. Rajkó Andrea	assistant professor	rajko.andrea@gtk.bme.hu

Educational organisational unit for the subject

Department of Sociology and Communication

Subject website

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

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **BA in Communication and Media Studies**

Subject Role: **Compulsory**

Recommended semester: **4**

Direct prerequisites

Strong None

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: 581015/11/2025 registration number. Valid from: 2025.11.26.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of teaching the subject is to acquaint students with classical, interpretive organizational theories, organizational sociological and psychological aspects of organizational communication. As the establishment, operation, internal and external operating foundations of an organization are generated by continuous communication activities, it is important to understand the communication and motivational models and strategies that can be used effectively in organizational communication; it is also important to recognize the contexts that may impede successful communication. During the course, they learn the tools of individual strategies within the organization and the group dynamics within the organization - behavior, attitude, leadership, decision, performance, trust, power, etc. – so that they are able to use it independently in the labor market situation.

Academic results

Knowledge

1. Basic knowledge of social institutions (law, language, religion, etc.)

Skills

1. Ability to make judgements in practical tasks, ability to make independent decisions

Attitude

1. -

Independence and responsibility

1. Adoption and enforcement of professional standards

Teaching methodology

Lectures and class discussions.

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu)
- The literature and teaching aids are available on the Moodle page of the course.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Attendance is mandatory. Requirements for instructor's signature: no more than 4 missed classes.

Performance assessment methods

Tests about lecture material, assessment of class participation.

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

- classroom activity: 30

Percentage of exam elements within the rating

- exam: 70

Conditions for obtaining a signature, validity of the signature

Az órák rendszeres látogatása, max 3. alkalom hiányzás és a zh megírása.

Issuing grades

Excellent	95
Very good	85–94
Good	70–84
Satisfactory	60–69
Pass	50–59
Fail	0–49

Retake and late completion

Retakes and make-ups are regulated by the University's Code on Education and Examination.

Coursework required for the completion of the subject

class attendance	56
preparing for classes	34
independent work	50
reading and project work writing	40
sum	180

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 10.11.2025.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

1. Onboarding. 2. Jól és rosszul működő szervezetek kommunikációs mintázatai 3. Belső szervezeti kommunikáció 4. Külső szervezeti kommunikáció 5. Konfliktus a szervezetben 6. Szervezetfejlesztés és tanuló szervezet: kommunikáció, kultúra, változás 7. Robotpilótából rugalmas szervezet 8. Időcsapdák a szervezeti kommunikációban: figyelemmegosztás, elvárások és önszabályozás 9. Rejtett szervezetek. Tabuk, pletykák 10. Moderálás. Kérdezéstechnika 11. Vezetői skillek, delegálás 12. A munkaerőpiaci diskurzus színterei: interjú, alku, meggyőzés 13. Digitális zaj és információs túlterhelés a szervezetekben 14. Mesterséges intelligencia a szervezeti kommunikációban

Additional lecturers

Approval and validity of subject requirements