



SUBJECT DATASHEET

ORGANIZATIONAL COMMUNICATION

BMEGT52S165

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

ORGANIZATIONAL COMMUNICATION

ID (subject code)

BMEGT52S165

Type of subject

Contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	16
Practice	0
Laboratory	0

Type of assessment

exam

Number of credits

4

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Gerákné dr. Krasz Katalin	assistant professor	krasz.kata@gtk.bme.hu

Educational organisational unit for the subject

Department of Ergonomics and Psychology

Subject website

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

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Work and Organisational Psychologist 2010**

Subject Role: **Compulsory core material**

Recommended semester: **4**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Education Committee of Faculty of Economic and Social Sciences (Valid from: 06.09.2021.)

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to highlight the role of effective organizational communication to achieve successful organizational operation and organizational goals, and to enable students to plan and implement the appropriate communication strategy as a leader, HR or external consultant in their day-to-day organizational work. to support the activities of managers and employees, in the cooperation within and outside the organization to achieve organizational goals.

Academic results

Knowledge

1. The student acquires a comprehensive knowledge of the parties concerned of organizational communication, their possible tasks and challenges within the framework of the human function.
2. The student learns the conceptual background, goal and toolkit of Employer Branding, and the basics steps of creating an Employer Branding strategy.
3. The student gets acquainted with the theory, practice, application areas and possibilities of mediation in an organizational environment. Duties of the mediator. Types of organizational conflicts and ways of resolving conflicts
4. The student acquires knowledge about the relationship between organizational communication and trust
5. The student gets acquainted with the methodology and possibilities of organizational network research to map and develop organizational communication and cooperation

Skills

1. Ability to communicate professionally on these topics, in oral and in written form
2. The student is able to design and implement the Employer Branding strategy and manage operational challenges
3. The student is able to identify the need for mediation, define tasks and plan the mediation process and manage organizational conflicts
4. The student is able to develop a communication strategy and methodology that increases organizational trust
5. The student is able to define the need for network research, to interpret the results of network research, and to develop a supporting organizational communication and cooperation plan based on the results

Attitude

1. Open to the latest, trends and knowledges in human resource management
2. Willingly cooperates with representatives of other professions on a given issue
3. Acts proactively and contributes to issues affecting his/her work
4. Able to listen and accept the views and opinions of others
5. Represents a value-added approach in his/her profession
6. Has the need to continually improve his/herself

Independence and responsibility

1. Able to independently evaluate and make decisions on issues affecting his / her professional activity
2. Able to independently plan, develop and implement employer branding strategies, mediation and organizational programs supporting corporate image enhancement
3. Takes responsibility for the tasks and programs planned and / or managed by him/her
4. Represents his/her profession responsibly and ethically

Teaching methodology

Lectures, interactive class assignments, group work, solving practical tasks.

Materials supporting learning

- Sartain L., Schuman M. (2010). Tehetségmágnesek - A kiválókat vonzó munkáltatói márka felépítése. HVG Könyvek
- Barrow S., Mosley R. (2005). The Employer Brand: Bringing the Best of Brand Management to People at Work. John Wiley & Sons Ltd.
- Mosley R. (2014). Employer Brand Management: Practical Lessons from the World's Leading Employers. John Wiley Sons Inc.
- Morgan J. (2017). The Employee Experience Advantage: How to Win the War for Talent by Giving Employees the Workspaces They Want, the Tools They Need, and a Culture They Can Celebrate. John Wiley Sons Inc
- Strasser F., Randolph P. (2005). Mediáció a konfliktusmegoldás lélektani aspektusai, Nyitott Könyvműhely Kiadó
- Bártfai J., Molnár G., Dósa Á., Barinkai Zs., Gulyás K., Herczog M., Horváth É., Kutacs M., Lovas Zs. (2006). A mediáció. A közvetítői tevékenység, HVG ORAC
- Barinkai Zs., Herczog M., Lovas Zs., Neményi E., Rónaszéki K. (2002). Együtt vagy külön. Maradjunk együtt vagy váljunk el?, Complex Kiadó

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The assessment of the learning outcomes set out in point 2.2 is based on the preparation of an individual homework, its presentation and the answering of questions related to the topic.

Performance assessment methods

A. Detailed description of performance evaluations performed during the term-period: Partial performance evaluation: presentation of an individual homework. B. Performance evaluation during the examination period. In the oral exam, answering the professional questions given by lecturers related to the homework

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

- partial performance evaluation - preparation and presentation of a practical task: 70%
- sum: 70%

Percentage of exam elements within the rating

- oral exam - answering professional questions related to the homework: 30%
- sum: 30%

Conditions for obtaining a signature, validity of the signature

The condition for obtaining the signature is the completion of all project tasks according to point 3.3

Issuing grades

Excellent	
Very good	> 90
Good	80–89
Satisfactory	70–79
Pass	50–69
Fail	< 50

Retake and late completion

The student may substitute an individual homework

Coursework required for the completion of the subject

16
8
96
120

Approval and validity of subject requirements

Pre-2017, next review September 2021.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett kurzusok sillabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

- 1 A szervezeti kommunikáció érintettjei, lehetséges feladatai és kihívásai a humán funkció keretei között
- 2 Employer Branding fogalmi háttere, céljai, eszközei
- 3 Az Employer Branding stratégia készítés alapjai, lépései és a stratégia megvalósításának módszerei.
- 4 A mediáció elmélete, gyakorlata, alkalmazási területei és lehetőségei szervezeti környezetben.
- 5 A mediátor feladatai. A szervezeti konfliktusok típusai, a konfliktusmegoldási módok.
- 6 A szervezeti kommunikáció és bizalom összefüggései. A szervezeti bizalom növelésének kommunikációs módszerei.
- 7 A szervezeti hálózatkutatás módszertana és lehetőségei a szervezeti kommunikáció és együttműködés feltérképezésére és fejlesztésére.

Additional lecturers

Dr. Vajna Virág megbízott oktató virg.vajna07@gmail.com

Túróczy Norbert megbízott oktató norbert.turoczy@gmail.com

Vicsek András megbízott oktató andras.vicsek@maven7.com

Approval and validity of subject requirements