

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	<b>Organizacijsko komuniciranje</b>
<b>Course title:</b>	<b>Organizational Communication</b>

<b>Študijski program in stopnja</b> <b>Study programme and level</b>	<b>Študijska smer</b> <b>Study field</b>	<b>Letnik</b> <b>Academic year</b>	<b>Semester</b> <b>Semester</b>
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	-	-
Prva stopnja / First level			

**Vrsta predmeta / Course type** izbirni / optional

**Univerzitetna koda predmeta / University course code:** VISIZB3

<b>Predavanja</b> <b>Lectures</b>	<b>Seminar</b> <b>Seminar</b>	<b>Vaje</b> <b>Tutorial</b>	<b>Klinične vaje</b> <b>work</b>	<b>Druge oblike študija /</b> <b>Other forms of Study</b>	<b>Samost. delo</b> <b>Individ. work</b>	<b>ECTS</b>
20		30	0		130	6

**Nosilec predmeta / Lecturer:** Izr. prof. dr. Mateja Rek /Mateja Rek, Ph.D., Associate Professor

**Jeziki / Predavanja / Lectures:** Slovenščina, angleščina / Slovene, English  
**Languages: Vaje / Tutorial:** Slovenščina, angleščina / Slovene, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

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**Prerequisites:**

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**Vsebina:**

- Konceptualne opredelitve organizacijskega komuniciranja;
- Organizacija kot sistem;
- Funkcije organizacijskega komuniciranja;
- Pomen formalne in neformalne organiziranosti;
- Organizacijska struktura in vzorci komuniciranja (vertikalno, horizontalno, matrično komuniciranje);
- Pomen organizacijske kulture in strukture za komuniciranje v organizaciji;
- Odnosi in komuniciranje z zunanjimi deležniki;
- Metode, tipi in tehnike učinkovitega organizacijskega komuniciranja;
- Vpliv informacijsko-komunikacijskih tehnologij na organizacijsko komuniciranje;
- Vpliv organizacijskega komuniciranja na upravljanje z znanjem v organizaciji.

**Content (Syllabus outline):**

- Ability to define organisational communication
- Organisation as a sistem;
- Functions of organisational communication;
- The role of formal and informal organisation;
- Organisational structure and communication patterns (vertical, horizontal, matrix);
- The role of organisational culture and structure for communication in the organisation;
- Public relations;
- Methods, types and techniques of effective organisational communication;
- The influence of IT on organisational communication;
- The influence of organisational communication on knowledge management.

### Temeljni literatura in viri / Readings:

- Clegg S.R. in Hardy C. (1999): Studying Organizatores, ur., SAGE Publicatores, London.
- Handy C. B. ( 1976 ) : Understanding Organisations, Penguin Books Ltd., Harmonthsworth.
- Byers, Peggy Yuhus (1997): Organisational Communication: Theory and Behavior. Boston: Allyn and Bacon.
- Shel, Holtz (2003): Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communication, AMACOM.
- Sveiby K. E. (1997): The New Organizational Welth: Managing and Measuring Knowledge Based Assets, Berrett-Koehler Publishers

### Cilji in kompetence:

- sposobnost fleksibilne uporabe znanja v praksi;
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju;
- občutljivost za ljudi in socialno okolje;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela neskriminatornosti in multikulturalnosti;
- Sposobnost za reševanje konkretnih družbenih in delovnih problemov z uporabo družboslovnih znanstvenih metod in postopkov;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost interpretacije na področju medijev in medijske produkcije;
- razvoj komunikacijskih sposobnosti in spretnosti, posebej komunikacije v mednarodnem okolju.

### Objectives and competences:

- Ability to flexibly use the acquired knowledge in practice;
- The development of communication capabilities and skills especially in the international environment;
- Sensitivity for people and social environment;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of truthfulness, freedom, pluralism, openness, tolerance, justice and fairness;
- Ability to solve social and work problems using appropriate scientific methods and procedures;
- Ability to link coherent fundamental knowledge acquired at compulsory subjects and its application in practice;
- Ability to obtain, select, evaluate and place new information and its interpretation in the field of media;
- The development of communication capabilities and skills especially in the international environment.

### Predvideni študijski rezultati:

Študent/študentka:

- osvojitve znanja in kompetenc povezanih s komuniciranjem tako v notranjem okolju kot z zunanjim okoljem organizacije;
- razumevanje ključnih vidikov organizacijskega komuniciranja;
- poznavanje osnovnih konceptov teorij organizacij;

### Intended learning outcomes:

- Acquisition of knowledge and communication - specific competences in internal and external environment;
- Understanding the key points of organisational communication;
- Knowing the basic concepts of the theories of organisation;
- Understanding the role and the consequences of

- razumevanje pomena in posledic organizacijskega komuniciranja za uspešnost organizacije;
- sposobnost identifikacije, analize in evalvacije komunikacijskih procesov v organizaciji;
- uporaba metod in tehnik učinkovitega komuniciranja v specifičnih organizacijskih kontekstih.

organisational communication for the success of the organisation ;

- The ability to identify, analyse and evaluate the communication processes in the organisation ;
- The usage of methods and techniques of effective communication skills in specific organisational contexts.

#### Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).

#### Learning and teaching methods:

- Lectures with active participation of students (lecture, discussion, questions, examples, problem solving exercises);
- Tutorials with assignment (self-reflection, project work, team work, methods of critical thinking, discussion, feedback, practice);
- Individual and group consultation (discussion, additional explanation, questions);
- Individual work (motivation, focus, self-observation, reflection, self-evaluation);

#### Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

- Pisni/ustni izpit - 50% ocene.
  - Seminarska naloga s poročili seminarskega dela in ter predstavitev naloge 50%.
- Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

Delež (v %) /  
Weight (in %)

#### Assessment:

Type (examination, oral, coursework, project):

- Written/oral exam 50%
  - Individual assignment with written report and presentation 50 %
- Grading is in accordance with the Faculty's evaluation Ordinance

#### Reference nosilca / Lecturer's references:

REK, Mateja. Civic experts : the case of the EU. Research in social change, ISSN 1855-4202, jan. 2012, no. 4, iss. 1, str. 37-61. [COBISS.SI-ID 1024532545]  
 REK, Mateja. Europeanisation of civil society sector in Central and Eastern Europe. Innovative issues and approaches in social sciences, ISSN 1855-0541, jan. 2010, vol. 3, no. 1, str. 60-86.  
<http://www.iiass.com/pdf/IIASS-Volume3-Number1-2010.pdf>. [COBISS.SI-ID  
 REK, Mateja. Economic culture in Slovenia : research results from the Dioscuri research project. Research in social change, ISSN 1855-4202, sep. 2009, issue 3, no. 1, str. 3-21. [COBISS.SI-ID 1024151105]

REK, Mateja. Civil society organizations as providers of expert knowledge : the case of the European union. V: PANDILOSKA JURAK, Alenka (ur.), PINTERIČ, Uroš (ur.). Contemporary world between freedom and security. Ljubljana: Vega, 2010, str. 219-241, ilustr. [COBISS.SI-ID 1024199233]  
REK, Mateja. Virtues of EU level civil society. London: Vega Press, 2012. 135 str., graf. prikazi, tabele. ISBN 978-0-9568625-3-2. [COBISS.SI-ID 1024386881]  
Bibliografija: <http://www.sicris.si/search/rsr.aspx?lang=slv&id=19219>