



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

Fundamentals of Organizational Communication

Prepared by Dr. Ibrahim Aboelseod

Intro Lecture

Organizational Communication: A Competency-Based Approach

students reading this book are in traditional classrooms with “live” instructors. For some students now, and for more in the future, however, “live” means that the instructor is located at a remote site equipped with audio, video, and computer interconnects supported by e-books. *Convergence* is the term of the day, with computing, wireless technologies, and more traditional media such as television converging into integrated tools for work, school, family, and leisure environments.

Fundamentals of Organizational Communication

UPDATED NINTH EDITION



Pamela S. Shockley-Zalabak

EDUCATION

- **BSc Accounting** | **ASSUIT** University F. Commerce
- **P. PhD** | **Cairo University -MBA** | **Alexandria University & Georgia University -USA**
- **Faculty of Graduate Studies for Statistical Research**

EMPLOYMENT HISTORY

- Vice president - Egyptian culture center | **My global world – Business Schools**
- Management Faculty Member | **Everyone Smart University**
- Human Resources Manager | **Nile Engineering Industries**
- Assessment Center | **AUC University in Egypt**
- Projects Manager - School Of Executive Education | **ESLSCA University**
- HR Instructor | **Academy-of-Training-and-Development**
- HR Consultant | **Mobile Outfitters Egypt**
- Technical Support Area Manager- 6th October | **WE**
- Technical Contact Center Advisor & Floor Mentor | **TE-Data**
- Off-shoring customer advisor | **UAE etisalat**
- HR Coordinator | **International Egyptian Lawyer – Sharm El-Shikh**
- Bids and Tenders Officer | **UCP**
- Cabin Crew | **Emirates Airlines**

BIO



Dr. Ibrahim Aboelseod

Let's Go



What this colors means for you ?



الأصفر

- صداقة
- سعادة
- البهجة
- الدفء



الأزرق

- الأمان
- الهدوء
- السكينة
- الإخلاص



البنفسجي

- الحكمة
- الاحترام
- الطموح
- الإبداع



الأبيض

- النظافة
- النقاء
- البراءة
- الأمل



MIDOCEAN
UNIVERSITY

الأخضر

- طبيعة
- شفاء
- سلامة
- هدوء



البرتقالي

- نجاح
- حماس
- طاقة
- مرح



الأحمر

- حب
- قوة
- خطر
- عزم



الأسود

- السلطة
- القوة
- الاستقرار
- الثقة



Intro
Lecture

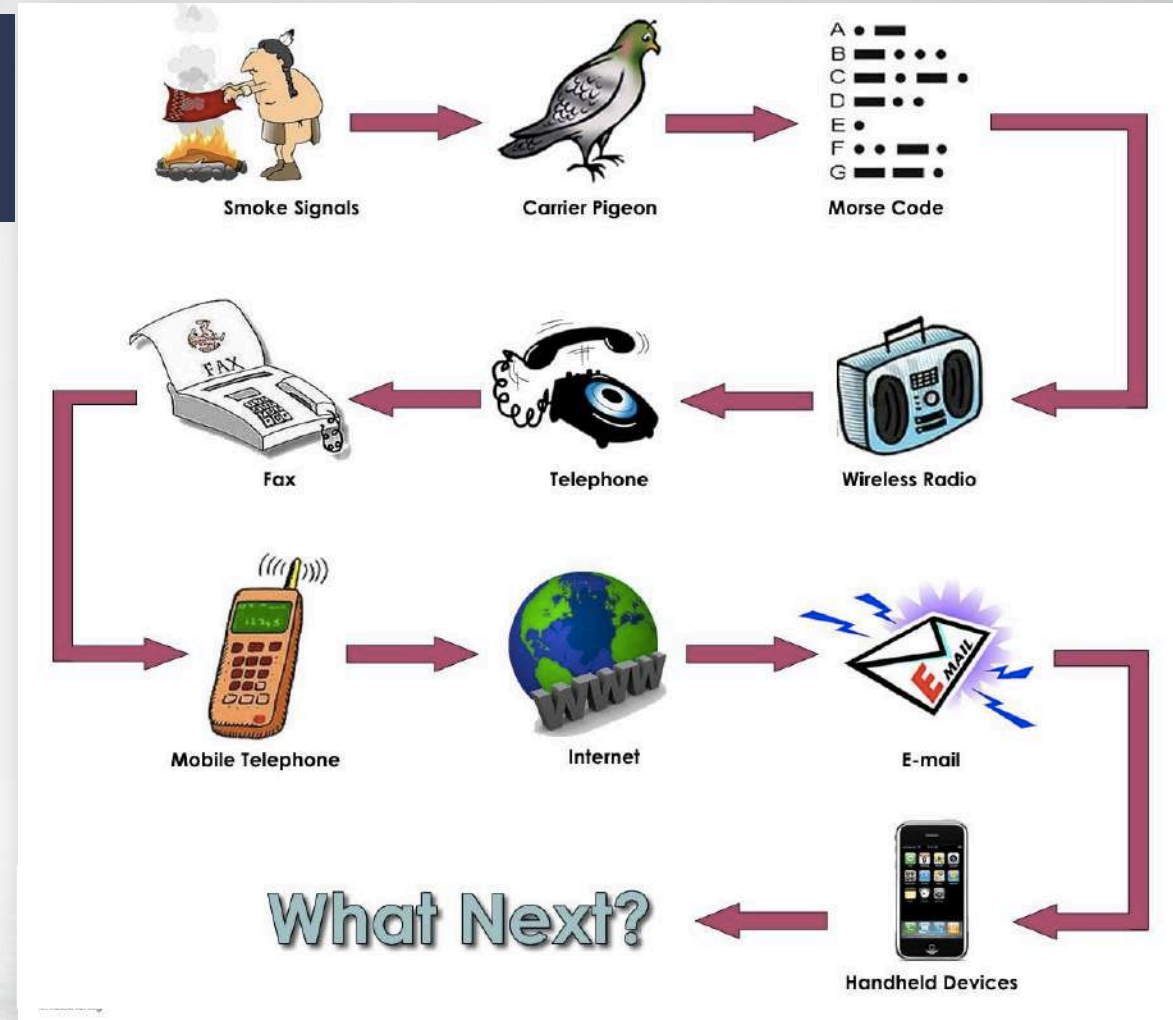
How Did Early Humans Communicate?



- 
- Why did civilizations write you on the walls?
 - What is the purpose of writing?
 - Why does a person need communication?



Intro
Lecture



Development of communication tools !

Intro
Lecture



Intro
Lecture

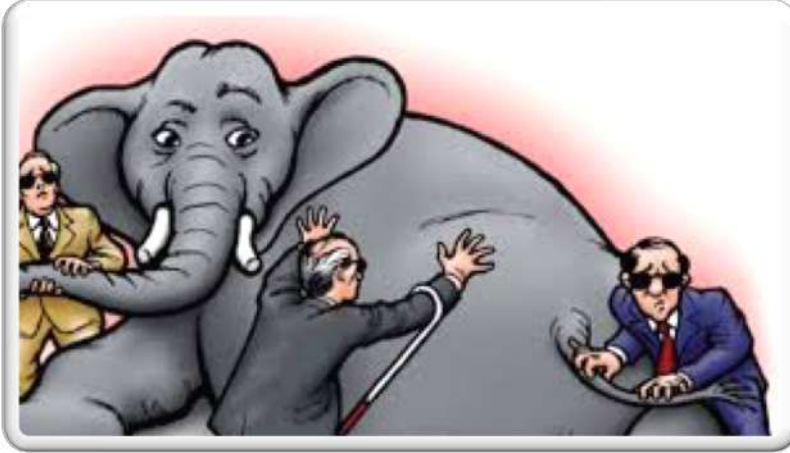
Fundamentals of Organizational Communication Course Plan :

CH1	➤ Organizational Communication: A Competency-Based Approach
CH2	➤ Perspectives for Organizational Communication
CH3	➤ Communication Implications of Major Organizational Theories
CH4	➤ Organizational Communication: Values and Ethical Communication Behaviors
CH5	➤ Individuals in Organizations
CH6	➤ Groups in Organizations
CH7	➤ Leadership and Management Communication
CH8	➤ Participating in Organizations: Developing Critical Organizational Communication Competencies
CH9	➤ Organizational Conflict: Communicating for Effectiveness
CH10	➤ Organizational Innovation, Change and Communication
CH11	➤ Strategic Organizational Communication: Professional Applications of Organizational Communication
CH12	➤ Career Options for Organizational Communication

Competency Based Approach

- Describing communication in the information-rich world
- Defining and describing communication competency
- Defining and describing the human communication process
- Identifying descriptions of organizations
- Surveying definitions of organizational communication





Perspectives for Organizational Communication

- Describing the Functional tradition to organizational communication
- Describing the Meaning-Centered approach to organizational communication
- Describing Emerging Perspectives for organizational communication
- Distinguishing among the Functional tradition, the Meaning-Centered approach, and Emerging Perspectives

Communicating for Effectiveness

Organizational Conflict

- Defining and describing organizational conflict
- Identifying conflict episodes
- Describing contexts for conflict
- Describing causes for conflict



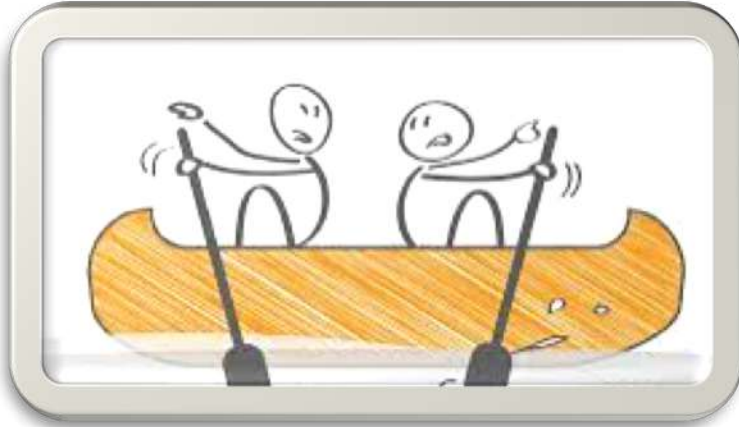
Values and Ethical Communication Behaviors

- Describing individual and organizational values
- Defining ethical communication
- Identifying criteria for the evaluation of ethical communication behaviors



Leadership and Management Communication





Organizational Change and Communication

- Defining organizational development and change
- Identifying processes and models for development and change
- Identifying approaches for planned development and change

- Identifying types of groups in organizations
- Describing working in groups
- Describing group processes
- Describing group communication roles
- Describing the team-based organization



Intro
Lecture

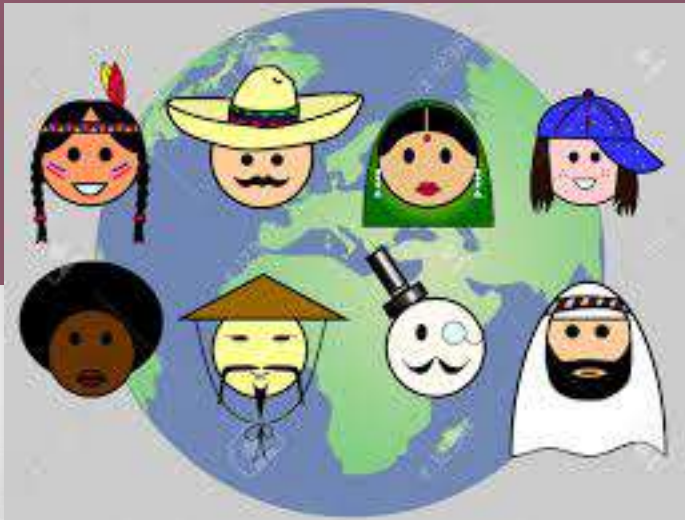
Groups in Organizations

- Describing diversity in the workforce
- Describing intrapersonal and interpersonal experiences of individuals in organizations



Intro
Lecture

Individuals in Organizations



- Distinguishing between decision making and problem solving
- Describing problem-solving processes
- Describing types of organizational interviews
- Describing types of organizational presentations
- Describing types of organizational communications technologies



Intro
Lecture

Developing Critical Organizational Communication Competencies

Professional Applications of Organizational Communication

- Describing strategic organizational communication
- Describing strategic management
- Defining the role of the professional communicator in strategic organizational communication
- Describing the organizational environment with multiple publics and stakeholders





Career Options for Organizational Communication

- Describing influences for career decisions
- Identifying career option areas and educational preparation for organizational communication
- Describing twenty-first-century careers



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY



Thank You

