**COURSE OUTLINE**

1. **GENERAL**

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| **SCHOOL** | BUSINESS AND ECONOMY | | | | |
| **DEPARTMENT** | BUSINESS ADMINISTRATION | | | | |
| **LEVEL OF STUDY** | MSc, Postgraduate MANAGEMENT OF EDUCATIONAL ORGANIZATIONS | | | | |
| **Course Unit Code** |  | **SEMESTER OF STUDY** | |  | |
| **Course Title** | Organizational Communication in Education | | | | |
| **Coursework Breakdown** | | | **TEACHING WEEKLY HOURS** | | **ECTS Credits** |
| Lectures-class discussions in small groups | | | 3 | | 6 |
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| **Course Unit Type** | Scientific area | | | | |
| **Prerequisites :** | No | | | | |
| **Language of Instruction/Exams:** | Greek | | | | |
| **COURSE DELIVERED TO ERASMUS STUDENTS** | Yes (English) | | | | |
| **Module web page (URL)** | <http://eduma.teipir.gr/courses/> | | | | |

1. **Learning Outcomes**

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| **Learning Outcomes** | |
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| Upon successful completion of this module the learner will be able to:   * Develop the role that organizational communication plays in educational institutions   .   * Discuss the basic concepts and major theoretical perspectives in the field of organizational communication * Design effective strategies of communication in dealing with conflict management inside and outside the classroom * Analyze the use of social media in educational marketing, branding and reputation of educational institutions | |
| **General Skills** |
| Planning and management of projects  - Generating new research ideas  - Adjusting to new situations | |

1. **Course Contents**

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| Theoretical Approaches in Organizational Communication (Functionalist and Interpretative approaches)  The process of communication – forms of communication (verbal/ non-verbal, formal/informal) , networks of communication (centralized/decentralized)  Organizational Structure and Communication - Direction of communication flow (upward, downward, horizontal, grapevine) – Barriers to effective communication -  Information processing and decision making models (rational actor, bounded rationality, social psychology and heuristics  The role of communication in fostering effective leadership  Leadership roles, organizational culture and managerial skills of principals in education: The competing values model  Interpersonal interaction between teacher and student – Cultivating empathy and listening to students  Communication in small groups – role of communication in fostering collaboration and building up effective teams  Conflict management in an educational environment – understanding conflict dynamics, role of communication in preventing destructive responses to conflict and in fostering constructive responses to conflict  Media Reporting and Framing of Educational Issues  Organizational Communication and Social Media - The role Information and communication technologies in education  Educational or School Marketing – promotional strategies  (relationship marketing)  Branding and Educational Marketing: Image and reputation in higher education institutions |

1. **Teaching Methods - Assessment**

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| **Mode of DeliverY** | In-class |
| **USE OF INFORMATION AND COMMUNICATION TECHNOLOGY** |  |
| **TEACHING METHODS** | |  |  | | --- | --- | | ***Method description*** | ***Semester Workload*** | | Lectures | 26 | | Class discussions | 13 | | Group Projects | 60 | | Preparation of individual project | 20 | | Independent and Directed Learning | **60** | |  | **159** | |
| **ASSESSMENT METHODS** | Teamwork (70%)- case study which includes:  - written work  - oral presentation  Individual paper (30%) |

1. **Resources**

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| *-**Recommended Book and Journal Article Resources:*  Books  Schockley-Zalabad P (2012). *Fundamentals of Organizational Communication*. NJ: Prentice-Hall  Burstein J (2010) *Have you heard? Active Listening* . New York: Crabtree Publishing  Cheney J (2011). *Organizational Communication in an age of globalization: Issues, reflections, practices.* Long Grove, IL: Waveland Press.  Farrell T. S.(2009). *Talking. Listening and teaching: A guide to classroom communication.* Canada: Corwin.  Putnam L, Nicotera A M (2009). *Building Theories of Organization: The constitutive role of Communication*. NY: Routledge.  Hickson M (2010) *Non-verbal communication: Studies and applications*. London & NY: Oxford University Press.  Journal Articles from selected Journals  Educational Administration Quarterly  Educational Management Administration & Leadership  Journal of Vocational Education and Training  International Journal of Educational Management |