Communication, Technology & Organizational Behavior
ISM-316W---Three Credit Hours

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Course Description. This course is about integration of communication, technology, and organizational behavior in a climate of increasing change. THIS IS A COURSE ABOUT CHANGE – ABOUT BEING ABLE TO THINK DIFFERENTLY. The focus of the course is how communication are affected by changes in technology; how technology is impacted by changes in communication; and how organizational behavior is affected by, or affects, communication and technology. In terms of communication, the focus is on practice. In this sense, this is a course geared to applied communication. In terms of technology, the course does not focus on hardware, software, and technological skills, but on knowledge, the sum of all of technology. Finally, in terms of organizational behavior, the focus is on the integration of changes involving key components of information systems management, behavior, communication, and technology, into the practices of the total organization. In sum, the course concerns the concepts of adaptation and flexibility in an organization’s practice of knowledge management.

Course Goals. The primary goal of the course is for students to learn how to bring together components of an information system, helping to create a learning organization capable of effective knowledge management that is responsive to an ever-changing environment. In this regard, the purpose of the course is for students to develop skills for maximizing the integration of effective information systems management and positive leadership qualities into their organizations. This course is an emerging learning experience much like the field of information systems management. Because the field and organizations involved are in an environment of on-going change, and especially so to meet students’ needs, this course is designed to be adaptive and flexible.

The course presentation is a synthesis of several approaches to learning opportunities and may involve: interactive class discussions; the use of tools such as brainstorming, flow charts, problem-solving exercises; collaborative work sessions and group projects; colloquiums where graduate students taking the course lead discussion on special topics; Power Point presentations; and assigned readings from the text book. Additionally, the course may be complimented by students' oral reports on selected topics from the INTERNET which introduce course participants to a wide range of literature and journal articles organized topically around major areas of study within the study of communication, technology, and organizational behavior. These selections present issues in new perspectives as accepted theories, practices, and viewpoints are called into account by new events; recent discoveries change old facts; and fresh debate breaks out over important controversies. The current material in the selected articles or sources helps bridge the gap between principles and theories and the real world. These articles and sources enable course participants to compare and contrast issues applying concepts learned in the course.

In summary, the course involves scholarly dialogue and class discussions; collaborative projects, visual and oral presentations; and the preparation of a term paper or project of acceptable college-level work. Grading encompasses class attendance; the examination; participation in class discussion and the degree of preparedness for each class session; the quality of oral presentation(s) in terms of content and preparedness; and the quality of the written work in terms of content, concept or theory development, and writing skills. Critical thinking, writing, and the sharing of experiential knowledge by students are stressed. Students will determine much of the course goals.

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**Course Learning Objectives.** Through intellectual dialogue and critical evaluation of course materials and other sources of information, at the course conclusion, each participant should:

1. understand and be able to discuss the implications of change related to emerging technology;
2. understand and be able to discuss the changing world of work;
3. be familiar with and able to discuss various approaches to organizational communication;
4. be familiar with and able to discuss aspects of individuals vis-à-vis teams and groups in organizations;
5. be familiar with and able to discuss the concept “new knowledge worker;”
6. understand and be able to discuss the concepts “team-based and learning organizations;”
7. understand and be able to apply the critical thinking perspective to the study of communication, technology, and organizational behavior;
8. understand and be able to discuss the concepts: “systems thinking” and “knowledge management;”
9. be familiar with and able to discuss concepts relating to groups and teams dynamics, communications, place and purpose in the organization, and change;
10. understand and be able to discuss essential keys to making empowerment work in organizations;
11. understand and be able to discuss the concept “continuous learning approach;”
12. be able to organize concepts and make a presentation to a group of peers;
13. be familiar with issues about gender communication, especially related to the workplace;
14. be familiar with and able to utilize group facilitation skills and problem-solving skills; and
15. be able to organize and integrate information and concepts learned into verbal or written form.

**Learning Objectives Evaluation.**

Course participants will be evaluated to determine whether or not the learning objectives are achieved through self-assessment, class discussion, oral presentation, and the application of organizational behavior theory and concepts in a term paper or project. Preparation for each class session is essential if these objectives are to be met. In this regard, staying current in the assigned readings is very important.

**Tasks to Complete Before First Class Session.**

Learn about the organization where you work, or aspire to work, noting the technology involved in information systems, the mission and structure of the organization, and any changes that might be affecting the organization.

Begin reading the text book: For the course, we will cover all of the Organizational Behavior text and I will provide chapters of a Communications text for your perusal.

If you are able, look at the materials on the WEB At [http://www.brint.com/](http://www.brint.com/) and “links” as they relate to the concept of “knowledge management.”

**Required Text:** Available at the following link:

Talya Bauer, Berrin Erdogan, Organizational Behavior V1.1, Flat World Knowledge

[https://students.flatworldknowledge.com/course/1747685](https://students.flatworldknowledge.com/course/1747685)


Follow instructions to register online and purchase the digital text book.
Course Requirements and Evaluations (Grading):

1. Course requirements and methods of evaluating participants in the course will be negotiated. Students in this course will learn new ways of thinking and organizational dynamics through practical application as the course is designed and requirements established by the course participants.

2. Academic Integrity Policy. The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. The use of other's ideas and words shall be properly cited. Please ask if you are unsure as to how or what a proper citation of a source is.

3. Critical Thinking. Remember, in seeking the elusive truth and trying to have better human relations through a better understanding of one another, we have two basic questions to ask:

   IMPORTANT: First thing!!! Log in on BlackBoard at [http://bb2.doane.edu](http://bb2.doane.edu)

   How do you know?...What does it mean?

I hope that you will enjoy this learning experience.

All work (whatever that may be) is due one week after the final class session.

The Course Overview will be developed as a class project.
Pick out the relevant terms for ISM.

Knowledge Management
- Are you unable to leverage your intellectual capital?
- Is employee productivity crippled by limited access to dispersed corporate information?
- Are your costs for running divergent systems or supporting multiple repositories escalating?
- Are new or existing regulations increasing your workload, negatively impacting customer service, and preventing you from seizing new opportunities?

Livelink Can Help...
Livelink® for Knowledge Management is comprehensive knowledge management software for the enterprise that enables your organization to capture, organize, classify, and share all of its explicit and tacit knowledge in a single, secure Web-based repository.

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- Discover your Industry Knowledge Management solution.
- Let me explain how Livelink for Knowledge Management helps you capture, organize, classify, and share knowledge in a single, secure Web-based repository.
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