



UK

SYLLABUS 2025-2026

Elective: Organisational Communications

MODULE SPECIFICATION

Module Code	2526_STG_1_EN_025
Campus	Oxford
Department(s)	Strategy and Entrepreneurship
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 04
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	5
Equivalent FHEQ credits	10
Study Hours	100 hours which comprise of 30 directed learning and 70 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module focuses on internal and external communication strategies within organisations. Students learn how to tailor messages to diverse audiences and evaluate the effectiveness of communication in stakeholder engagement, media relations, and advocacy. Practical tools and digital formats are applied throughout.
Teaching Arrangement	Students will follow a programme of lectures that will cover the

	framework of the module and involves class discussions as well as individual and group activities. They will research examples of different types of communication in a UK business of their choice and evaluate the effectiveness. Students will work on their own digital communications as part of the module.
Learning Outcomes	By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Analyse organisational communication channels and evaluate their effectiveness in different business contexts. 2. Develop audience-centred communication strategies by framing messages appropriately and selecting the most effective tools and timing. 3. Evaluate the role of external communication in stakeholder management, media relations, and business advocacy. 4. Apply best practices in digital communication, incorporating appropriate use of visuals, music, and legal considerations.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG01 - Manage teams
	PGE_U_CG05 - Innovate to adapt to its environment
	PGE_U_CG07 - Improve performance through digitalisation
Alignment with Programme Learning Goals	PGE_U_CG01_LO01 - Identify opportunities, analyse situations, co-create solutions and achieve collective performance
	PGE_U_CG01_LO02 - Support and listen to team members on a daily basis, develop individual and collective skills with the support of the Human Resource department
	PGE_U_CG01_LO03 - Ensure alignment between the company's strategy and operational objectives by leading change constructively
	PGE_U_CG05_LO01 - Analyse the organisation's activity and develop innovative projects
	PGE_U_CG07_LO02 - Protect data and make data-driven decisions

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Understanding the Audience

Content:

- Relationship between audience and message in communication process
- Examine how role performance, audience knowledge, and audience motivation influence communication and message design
- Skills addressed:

Last reviewed: 11/07/2025

- Analysing audience demographics, needs, and expectations
- Tailoring messages to different audience segments

Session 2: Introduction to Business Storytelling (Pt. 1)

Content:

- Introduction to storytelling techniques used in business
- Evaluate various business storytelling techniques
- Skills addressed:
 - Analysing and critiquing real-world examples of storytelling in business contexts

Session 3: Introduction to Business Storytelling (Pt. 2)

Content:

- Written and oral storytelling (including brand storytelling and business storytelling)
- Skills addressed:
 - Enhance presentation and communication skills through structured narratives

Assignments:

- Give presentation applying business storytelling in practice

Session 4: Virtual Communication Tools

Content:

- Various components of communication process
- Types of communication
- Impact of technology
- Group dynamics within a virtual environment
- Skills addressed:
 - Apply virtual communication tools for better team performance (e.g. Miro, Microsoft 365)

Session 5: Crisis Communication

Content:

- Organisations must constantly manage the risks of losing reputation and profits as a result of unforeseen events and situations
 - Different communication strategies
 - Approaches in times of crisis
- Skills addressed:
 - Ability to craft an organisational response to a major crisis
 - Presentation, negotiation, and influencing skills

Session 6: External Communications

Content:

- Designing different types of speeches and other content
- How to speak publicly about the company's mission and vision
- How to deliver messages with clarity, transparency, and confidence
- Skills addressed:
 - Content creation and storytelling
 - Elevator pitch

Session 7: Barriers in Organisational Communication

Content:

- Understanding types of communication barriers (linguistic, cultural, psychological, etc.)
- Application to multiple channels
- Analysing the potential cost of barriers to communication
- Approaches to overcoming communication barriers
- Skills addressed:
 - Analyse how different types of communication barriers affect individual, team, and organisational performance (including costs and productivity losses)

Session 8: Data-Driven Communication

Content:

- Analyse the advantages of using big data in corporate communication
- Improving decision-making and measuring internal communication's impact
- Skills addressed:
 - Identify the role of data-driven communication in the organisation and its impact
 - Use a data-driven approach to effectively communicate

KEY TEXTS

1. Blundel, R., Ippolito, K. and Donnarumma, D. (2013) *Effective organisational communication: Perspectives, principles and practices*. 4th edn. Harlow: Pearson.
2. May, S. (ed.) (2013) *Case studies in organizational communication: Ethical perspectives and practices*. 2nd edn. Los Angeles: SAGE Publications.

SUPPLEMENTARY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (40%)	Oral presentation
Final Exam (60%)	Written exam

MODULE DESIGN TEAM

- Author: *Aneta Hamza-Orlinska*
- Reviewer: *Kolawole Yusuff*
- External Reviewer: *Emanuela Giangregorio*