



University of the Philippines Manila
College of Arts and Sciences
Department of Arts and Communication

ORGANIZATIONAL COMMUNICATION RESEARCH (ORCOM 199)

Course Guide | 1st Semester, AY 2023 - 2024

[VERSION DATE: 8 NOV 2023]

Welcome to 199!

The *Organizational Communication 199 Course Guide* (henceforth *Course Guide*) is your all-important reference for information about this course: its lessons, requirements, and schedule, as well as the policies that you are expected to comply with. It is your responsibility as a student to read this document carefully.

Enrollment information

- Section: TFC
- Schedule: Tue. & Fri., 10:00 - 11:30
- Course site: ORCOM 199 - Miciano¹, on the UP Manila [Virtual Learning Environment](#)
- Enrollment key: 83774G0d

Overview

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¹ The course site uses Moodle as a learning management system. A users' guide is available [here](#).

A. COURSE DETAILS

- **Description:** The nature, development, principles, and problems of Organizational Communication research in Philippine setting
- **Prerequisites:** 15 units of OrCom including OrCom 111, 155, 191, and 192

B. LEARNING OUTCOMES

By the end of the course, you should be able to:

1. discuss the nature of research,
2. explain the philosophy and logic of the research process as applied in the field of Organizational Communication,
3. demonstrate the ability to identify potential research problem areas in Organizational Communication, and
4. develop a research proposal.

C. LESSON OUTLINE²

1. Nature of research
 - a. Characteristics of scholarly research
 - b. Types of research
 - c. Organizational communication research in the Philippine setting
2. Research ethics
3. The research proposal
 - a. Identifying the research problem
 - b. Writing the literature review
 - c. Constructing the study framework
 - 1) Theoretical framework
 - 2) Conceptual framework
 - 3) Operational framework
 - 4) Operational definition of terms
 - 5) Statement of hypotheses
 - d. Writing the research methodology
 - 1) Research design and methods
 - 2) Concepts and indicators
 - 3) Research instrument
 - 4) Units of analysis and sampling
 - 5) Data gathering
 - 6) Data analysis
 - 7) Ethical considerations
 - e. Writing the introduction
 - 1) Background of the study
 - 2) Statement of the problem and objectives
 - 3) Scope and delimitation
 - 4) Significance of the study

² Adapted from the course outline prepared by the following OC 199 instructors: K. B. Arceta, K. R. O. Recio, and C. C. Sy Su.

D. MODE OF DELIVERY

This class adopts a blended learning (flipped learning) approach that combines asynchronous self-learning activities and face-to-face or online lectures.

E. LEARNING MATERIALS

Here are our learning resources:

- 1. Study Guides³** are materials that structure your self-learning activities. They tell you what to read and submit and in what order. Read these first whenever we start with a lesson unit.
- 2. Process requirements** explain the incremental requirements that build towards the completion of your research proposal. These must be submitted in order and approved before the next one is submitted.
- 3. Readings** are book chapters, handouts, and other learning resources. While some are freely available, many are copyrighted materials.
- 4.** A **submission bin** is used to collect your work. Unless otherwise specified, the submission bin is this email: submittomiciano@gmail.com.
- 5. Notice on copyright⁴**
Our learning materials are reproduced and provided to you by or on behalf of University of the Philippines pursuant to PART IV: The Law on Copyright of Republic Act (RA) 8293 or the "Intellectual Property Code of the Philippines".

The University does not authorize you to reproduce or communicate these materials. These materials may contain works that are subject to copyright protection under RA 8293. Any reproduction and/or communication of these materials by you may be subject to copyright infringement and the copyright owners have the right to take legal action against such infringement.

F. COURSE REQUIREMENTS

Class activities and process requirements (PRs)		20%
Class reports	5%	
PR1. Topic Proposal	5%	
PR2. RRL Notes	5%	
PR3. Framework Presentation	5%	
Proposal draft 1 & 2		80%
I. Introduction	20%	
II. Review of related literature	20%	
III. Study Framework	20%	
IV. Methodology	20%	

		100%

³ The Study Guides and Process Requirements for this course are adapted from the course pack authored by OrCom 199 instructors K. B. Arceta, K. R. O. Recio, and C. C. Sy Su. I thank them for their permission to use these materials.

⁴ Copied with a slight modification from OVPAA Memorandum No. 2020-105, dated 7 Sep. 2020

Final grades are assigned based on the grade table below.

Grade Table

<u>Raw score/ Percentage</u>	<u>UP Grade</u>	<u>Description</u>
97 - 100	1.00	Excellent
93 - 96	1.25	
89 - 92	1.50	Very good
85 - 88	1.75	
80 - 84	2.00	Good
75 - 79	2.25	
70 - 74	2.50	Satisfactory
65 - 69	2.75	
60 - 64	3.00	Passed
55 - 59	4.00	Conditional
Below 55	5.00	Failed

G. CLASS POLICIES

1. The adviser-advisee relationship

The adviser-advisee relationship should be characterized by mutual respect and trust. For us to maintain this relationship, I expect the following from you:

- a. Compliance with the writing process and the schedule of deliverables
- b. Transparency in the conduct of research, from problem formulation to the final manuscript submission
- c. Open communication

In turn, you can expect the following from me as your adviser:

- d. Detailed and constructive feedback on your work
- e. A chance to improve your grade (Details to follow)
- f. Transparency in the grading process

A failure in any of the expectations above may lead to the termination of our relationship, whether from your end or mine.

2. Communication with the teacher

Communicate with me only through my official e-mail, mzmiciano@up.edu.ph. If I don't reply promptly, please allow two working days before you follow up.

The best time to send your messages is during my consultation period listed far below.

2. Class meetings

Attendance will be checked for synchronous meetings, whether face to face or online. A maximum of 6 absences is allowed, beyond which the student will receive a grade of 5.00. (technical failure). Please refer to the schedule (sec. H) for the dates of these meetings.

Other synchronous sessions can be added as needed. You will be notified in advance if this happens.

3. Deadlines

Deadlines are strictly enforced for all requirements. Submissions beyond the deadline will have penalties. Let me assure you, however, that I am very reasonable and approachable when it comes to deadlines. I encourage you, therefore, to let me know your concerns.

4. Penalties for late submission

- *Process requirements* - Late PRs will have a 5-point deduction.
- *Major papers: Draft 1 papers and the final research proposal* - A **5% cap on the highest possible grade** is imposed for **every week or its fraction beyond the deadline** including weekends and holidays. These penalties are applied only until the maximum grade is 60%.

A *grade cap* is defined as a deduction on the highest attainable score. The maximum grade attainable becomes lower the farther from the deadline the submission is. However, no points are deducted from the accumulated score of the student if it is within the maximum grade.

Example: If the deadline is 1 September, a student who submits from 2 - 8 September can only have a maximum grade of 95% even if the quality of the papers merits a higher grade.

But if the paper's score is less than or equal to 95%, the score is not affected by the cap.

5. Noncompletion of course requirements

Only general policies are stated below. Please coordinate with the teacher on the specific terms of your completion or removal.

- a. Those unable to complete their requirements within the term may receive an "Incomplete" (INC) or 4.00 as their final grade, depending on their class standing. If passing, the final grade is INC; if below passing, it is 4.00. To qualify for an INC, you must satisfy all these requirements:
 - An approved topic proposal (PR 1)
 - A complete set of RRL notes (PR2)
 - A draft of chapter 2. Review of related literature - Submitted by the end of the term (i.e., on or before 16 Jan. 2024)
- b. Students who get an INC or 4.00 are given a grace period of one year from the date when these marks were received for their completion (for INC) or removal (for 4.00). **For this class, the completion / removal period is until 16 January 2025.**

- c. A successful completion will result in a grade of 3.00 or better. An unsuccessful one will result in a 4.00. If the grade upon completion is a 4.00, the student will have a chance to remove the grade, provided that it is done within the remainder of the one-year grace period.
- d. A successful removal of a 4.00 will result in a final grade of 3.00. An unsuccessful one will result in a 5.00.
- e. No appeals for extending the grace period will be entertained. Any remaining INCs or 4.00s beyond the grace period will be converted to 5.00.

6. Academic dishonesty⁵

Committing to uphold academic integrity, the faculty of the Department of Arts and Communication (DAC) agree to implement the following **minimum remedial measures** for acts that constitute plagiarism and other forms of academic dishonesty. A faculty member can implement remedial measures more stringent than the ones listed below as afforded and bound by her/his academic freedom.

- a. For the first offense, the student is to be given a grade of 5.0 or a score of zero (0) for the specific requirement or submission.

As defined by DAC, the first offense refers to instance/s of plagiarism committed in a single or multiple courses within a single semester, given that the student has no previous record of intellectual dishonesty.

- b. For the second offense, the student is to be given a grade of 5.0 in the course/subject.

Definition of *second offense*: instance/s of plagiarism committed in a single semester, after the first offense has been reported

- c. In the third offense and considering the series of offenses as cumulative, a case is to be filed with the Department Committee on Academic Integrity (DCAI).

7. No parents allowed!

Concerns with your class performance are strictly and exclusively a matter between you and the teacher. Therefore, unless the circumstances warrant, I will not entertain communications from your relatives or any other representative. You, however, are more than welcome to communicate with me about your academic and even personal concerns.

⁵ The statements below are lifted with some modifications from the draft policy of the Department of Arts and Communication.

INSTRUCTOR

Mishima Z. Miciano, MA

Assistant Professor

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Consultation hours: Mondays and Thursdays 1:00 - 4:00 PM
 Tuesdays and Fridays 1:00 - 2:30 PM

H. SCHEDULE OF ACTIVITIES

Notes:

- ^aPlease see the Study Guides for the complete bibliographic information of the readings.
- ^bUnless otherwise specified, deadlines are until 11:59 PM of the date.

Date	Topics	Target Learning Outcomes <i>By the end of this lesson, you should be able to . . .</i>	Readings ^a , Activities, and Deadlines ^b Numbers in brackets [#] = Num. of students assigned for the report on the topic
8/22 [T]	Course orientation		<i>Course Guide</i>
8/25	No class		[Class suspension declared]
8/29 [T]	Library orientation		Webinar on library resources for conducting research
9/1	Unit 1. The nature of research	<ol style="list-style-type: none"> 1. explain the characteristics of scholarly research 2. discuss the different types of research 3. identify the trends in Organizational Communication research 	Study Guide for Unit 1 Readings: <ol style="list-style-type: none"> 1. Chapter 1 "Introduction to Communication Research" (pp. 1-16) of Keyton, J. (2015) 2. "The Research Process" (pp. 2-16) of Wimmer, R. & Dominick, J. (2011) 3. "Types of research" (pp. 9-14) of Kumar, R. (2011) 4. "Trends in Organizational Communication Research: Sustaining the Discipline, Sustaining Ourselves," Krone, K. J. (2005) 5. "Approaches to Organizational Communication Research" (pp. 40-57) of Wrench, J. & Punyanunt-Carter, N. (2012)
9/5 [T]			F2F class Lecture: The nature of research
9/8,12	Unit 2: Research ethics	<ol style="list-style-type: none"> 1. discuss the different ethical principles 	<i>Responsible Conduct of Research</i> workshop (c/o the Office of the Associate Dean for Research and Public Service) – Tentative date: 4 - 15 Sep. 2023

Date	Topics	Target Learning Outcomes <i>By the end of this lesson, you should be able to . . .</i>	Readings ^a , Activities, and Deadlines ^b Numbers in brackets [#] = Num. of students assigned for the report on the topic
		2. understand your ethical responsibilities as a researcher 3. identify possible ethical issues and concerns when conducting research	(Combined runtime: 2 hrs, 30 min; About 30 min for the final exam) Please submit your certificate as proof of your participation.
9/15	Unit 3.1: The research proposal - Identifying the research problem	1. identify the significance of formulating a research problem 2. formulate researchable research problems and objectives in the field of organizational communication	Synchronous class [online] Lecture: Identifying the research problem Study Guide for Unit 3.1 Readings: <ol style="list-style-type: none"> American Journal Experts. (2022, May 17). <i>How to write a statement of the problem for your research proposal.</i> https://www.aje.com/arc/how-to-write-a-statement-of-the-problem/ "Defining the Research Problem" in chapter 3, "Structuring the Research Project from Walliman, N. (2011). <i>Research methods: The basics.</i>
9/19 [T]			Research break
9/22			DUE: PR 1. Topic Proposal
9/26 [T]			F2F class: Feedback and consultation with the teacher
9/29	Unit 3.2: The research proposal - Writing the literature review	1. Reflect on the relevance of the review of related literature in research	Study Guide for Unit 3.2 Readings: <ol style="list-style-type: none"> "Reviewing the Literature" (pp. 31-42) of Kumar, R. (2011) [1]

Date	Topics	Target Learning Outcomes <i>By the end of this lesson, you should be able to . . .</i>	Readings ^a , Activities, and Deadlines ^b Numbers in brackets [#] = Num. of students assigned for the report on the topic
		2. Apply effective techniques in doing literature review 3. Draft materials that will be developed into an RRL	2. "Finding and Reviewing the Literature" (pp. 52 – 62) of Walliman, N. (2011) [1]
10/3 [T]			F2F class: Reporting: RRL
10/6	Unit 3.3: The research proposal - Constructing the study framework	1. know the roles of frameworks in research 2. differentiate between theoretical, conceptual, and operational frameworks 3. draft the study framework of the approved research topic/problem	Synchronous class [online] Lecture: Study frameworks Study Guide for Unit 3.3 Reading: "The Use of Theory" (pp. 111-150 [page in PDF file]) of Creswell, J. (2014)
10/10 [T]	Unit 3.4: The research proposal - Writing the methodology	1. identify the importance of a well-developed research methodology 2. discuss the different subsections of the methodology 3. draft an outline of the methodology chapter of your research proposal	F2F class: Reporting: Methodology (chaps. 7, 8) Study Guide for Unit 3.4 Readings: <ol style="list-style-type: none"> Chapter 7 "The research design" (pp. 93-101) of Kumar, R. (2011) [1] Chapter 8 "Selecting a study design" (pp. 103-133) of Kumar, R. (2011) [3]
10/11 [W]			Synchronous class [online] Reporting: Methodology (chaps. 9, 12) Study Guide for Unit 3.4

Date	Topics	Target Learning Outcomes <i>By the end of this lesson, you should be able to . . .</i>	Readings ^a , Activities, and Deadlines ^b Numbers in brackets [#] = Num. of students assigned for the report on the topic
			Readings: <ol style="list-style-type: none"> Chapter 9 "Selecting a Method of Data Collection" (pp. 137-165) of Kumar, R. (2011) [3] Chapter 12 "Selecting a Sample" (pp. 191-214) of Kumar, R. (2011) [2]
10/12 [TH] - 10/18 [T] WELLNESS BREAK			
10/20	Unit 3.5: The research proposal - Writing the introduction		Synchronous class [online] Reporting: Introduction Study Guide for Unit 3.5 Reading: Chapter 5, "The Introductory Chapter" (pp. 61 - 72) in Evans et al. (2014) [1]
10/24 [T]			Writing break for PR 2
10/27			Writing break for PR 2
10/31 [T]			Due: PR2. RRL Note sheets and gap matrix
11/3			OPTIONAL: Synchronous class [online] Topic: Feedback on PR2
11/7 [T]			Writing break for PR 2
11/10			

Date	Topics	Target Learning Outcomes <i>By the end of this lesson, you should be able to . . .</i>	Readings ^a , Activities, and Deadlines ^b Numbers in brackets [#] = Num. of students assigned for the report on the topic
11/14 [T]			Due: PR3. Framework presentation <i>[8 Nov. revision]</i>
11/17			F2F or online class [class will choose] Lecture: Instructions on the proposal draft; Feedback on frameworks <i>[8 Nov. revision]</i>
11/21 [T]			
11/24			
11/28			Due: Research proposal draft 1
12/1			
12/5, 8			
12/22, 29			Due: Draft 2