



COM 470-901: Communication in Health Organization
2:20-3:35pm pm, Tuesday and Thursday, Fall, 2019
BLTN 018

Instructor: Dr. Lu Tang

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Office address: 209D, Bolton Hall

Office hours:

1. Online 1:00-2:00 pm, Tuesday, on Skype.
2. Face-to-face: 1:00 – 2:00 pm Thursday in my office.
3. If you need to meet outside the regular office hours, please email me to set up an appointment.

Course Description

This course focuses on the communication in health organization. It provides an overview of the characteristics and challenges facing healthcare organizations today. This is a W-class. It is not possible to pass the course without passing the writing portions of the class.

This course is a hybrid class, which is a combination of face-to-face classes and online classes. Typically, we will meet face-to-face every Thursday in our assigned classroom and have online classes every Tuesday. (There are a few exceptions during weeks of first football game and instructor's conference traveling. Please see course schedule at the end of the syllabus for detailed information). Typically, you will watch a recorded lecture on eCampus during online classes. During the FTF classes, we will further investigate these topics through class activities, case studies, group discussions, etc. Occasionally, we will have guest speakers skyping in to share their experiences and insights about health organizations with us.

Learning Outcomes

By the end of the course, students will be able to

- Develop an understanding of the health care system in the United States and other countries in the world.
- Understand the role of communication in health organizations
- Become familiar with the challenges facing health professionals

Course Materials

Apker, J. (2012). *Communication in health organizations*. Polity. (Required, and available at book store)

Assignments

	Assignments	Points
1	Exams	100 (50 each*2)
2	Online lecture quizzes	30 (5 each*6)
3	Health policy essay and presentation	50
4	Organizational cultural audit	100
5	Participation	20

1. Exams. (50 points *2)

There are two exams, each worth 50 points. The format of these exams includes multiple choice questions, short answer questions, and essay questions. The exams are not cumulative.

2. Online lecture quizzes (5 points *6)

On the days when you watch an online lecture, you will complete a short quiz after watching the lecture. The quiz needs to be completed by the end of the day. There are a total of 6 quizzes. Each quiz is 5 points.

3. Health policy essay (30 points) + Presentation (20 points)

You are going to conduct research and write an essay describing the basic health care policy/structure of a country in the world and compare it to the US system (Due **Sep 19**). (I will provide a list of countries and you will draw one country randomly.) Then you are going to make a short presentation based on your findings in class (**Sep 17 and 19**). More detailed instruction to this assignment will be provided in class.

4. Organizational culture audit of a health organization (110 points)

The most valuable experience of this class is the development of a culture audit of a health organization. You must work on this audit independently. No team work is accepted. This audit will include a number of minor assignments and a major assignment.

To successfully complete this assignment, you are going to conduct an organizational culture audit of a health organization of your choice (a hospital, a pharmacy, a nursing home, a medical research institute/group, etc.)

This assignment includes the following components:

Guidelines and rubrics for this project will be provided in class. The report and reflection will be submitted to eCampus.

(1). Your choice of organization is due on **Sep 26**. (5 points). You will turn in a one page essay, describing your experience and knowledge with the organization, and the access you have to the organization during this semester. You will have to gain approval to observe this organization before you turn in this assignment.

(2). Next, you are going to conduct original research in the organization, documenting and analyzing features of organizational culture. It should be based on original social science research, such as ethnography, interviews, textual analysis, etc.

When you are working on this writing assignment, you need to

- Conduct 2-3 interviews. The interview protocol will be due on **Oct 3** (10 points)
- Conduct observation of the organization and its culture and compile a list of cultural elements, which is due on **Oct 31** (15 points)
- You are going to write a general audit of the culture of this organization. Describe the organization's culture: assumptions, values, artifacts, symbols, stories, etc (6-8 pages). Due on **Dec 3**. (50 points)
- You are going to make a 6-8 minute presentation about the results of your general audit. Further instructions on the presentation will be given later in the semester. (20 points)

5. Participation (20 points)

Includes – but not limited to attendance, promptness, evidence of preparation, quality of contributions to class, in-class activities, etc. I am interested in having you as an active participant in our class discussions instead of just another warm body in the room.

Grading scale

A	270-300
B	240-269
C	210-239
D	180-209
F	Below 180

Course policies

Written work

You will not pass this course without passing the writing portion of this course. All papers must be typed, double-spaced, and in APA format for citing sources. I expect your work to be college quality, which means proper spelling, grammar, and organization. If you feel like you need help with writing, it is your responsibility to seek support: <http://writingcenter.tamu.edu/>.

Attendance policy

You are expected to attend each class period. Your attendance to the online classes will be evaluated through online lecture quizzes. During FTF classes, I will take attendance/pass a roll sheet at the beginning of each class. You are also responsible for all information disseminated in class if you are absent (check e-campus and seek notes from classmates). Missed attendance and participation cannot be made up, apart from university-sanctioned absences.

For each unexcused absence in FTF classes, your final grade will be reduced by 5 points (out of the 300 total).

Missed or late work

All written assignments are due at the end of the day 11:59pm. Absolutely no paper, exam, or other assignment will be accepted after its due date without excused absence documentation. You have 7 days (weekends/holidays included) after your absence to provide necessary documentation so that you can turn in an assignment past the due date. If you anticipate that you will miss an exam, please inform me ahead of time in writing. See Student Rule 7 for details about excused absences (<http://student-rules.tamu.edu/rule07>).

Communication policy

You must have a TAMU e-mail account. I will periodically email information to you about assignments, class work, etc. and **you are responsible** for any information sent by me via e-mail. Check this account regularly or have it forwarded to your primary e-mail account.

eCampus will be used in this course. All written course documentation (i.e. course syllabus, assignments, grade book, etc.) will be available on <http://ecampus.tamu.edu>. Thus, you should check the eCampus website regularly for class announcements and information.

Academic Integrity Statement and Policy

Academic integrity

For many years, Aggies have followed a Code of Honor, which is stated in this very simple verse: “An Aggie does not lie, cheat or steal or tolerate those who do.”

“The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty and integrity, characteristics that Aggies have always exemplified. The Aggie Code of Honor functions as a symbol to all Aggies, promoting understanding and loyalty to truth and confidence in each other.” (from <http://student-rules.tamu.edu/aggiecode>)

For additional information visit the Honor Council Rules and Procedures on the web: <http://aggiehonor.tamu.edu>.

Special Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other

things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit <http://disability.tamu.edu>.

Title IX and Statement on Limits to Confidentiality

Texas A&M University and the College of Liberal Arts are committed to fostering a learning environment that is safe and productive for all. University policies and federal and state laws provide guidance for achieving such an environment. Although class materials are generally considered confidential pursuant to student record policies and laws, University employees — including instructors — cannot maintain confidentiality when it conflicts with their responsibility to report certain issues that jeopardize the health and safety of our community. As the instructor, I must report the following information to other University offices if you share it with me, even if you do not want the disclosed information to be shared:

- Allegations of sexual assault, sexual discrimination, or sexual harassment when they involve TAMU students, faculty, or staff. These reports may trigger contact from a campus official who will want to talk with you about the incident that you have shared. In many cases, it will be your decision whether or not you wish to speak with that individual. If you would like to talk about these events in a more confidential setting, you are encouraged to make an appointment with the Student Counseling Service (<https://scs.tamu.edu/>). Students and faculty can report concerning, non-emergency behavior at <http://tellsomebody.tamu.edu>.

Course schedule (Subject to change)

Date	Topic	Reading
Aug 27	(FTF) Course introduction	
Aug 29	(Online) Football game	Watch videos about the US healthcare system on eCampus.
Sep 3	(Online) Landscape of healthcare delivery Quiz 1	Chapter 1
Sep 5	(FTF) Culture of health organization	Chapter 7
Sep 10	(Online) Culture of health organization (con'd) Quiz 2	
Sep 12	(FTF) Studying organizational culture: interviews, surveys, ethnography, and textual analysis	
Sep 17	(FTF) Health policy presentation	
Sep 19	(FTF) Health policy presentation (con'd) Health policy essay due	
Sep 24	(Online) Organizational assimilation Quiz 3	Chapter 2
Sep 26	(FTF) Organizational assimilation (con'd) Choice of organization due	
Oct 1	(Online) Stress, burnout, and social support Quiz 4	Chapter 4
Oct 3	(FTF) Stress, burnout, and social support (con'd) Guest speaker: Dr. Heather Carmack, University of Alabama Interview protocol due	
Oct 8	(FTF) Review session	
Oct 10	(FTF) Exam 1	
Oct 15	(Online) Change and leadership Quiz 5	Chapter 5
Oct 17	(FTF) Change and leadership (con'd)	
Oct 22	(Online) Writing about organizational culture	
Oct 24	(FTF) Health teams	Chapter 6
Oct 29	(Online) Health teams (con'd) Quiz 6	
Oct 31	(FTF) Health communication technologies List of cultural elements due	Chapter 8
Nov 5	(Online) Health communication	

	technologies (continued)	
Nov 7	(FTF) Review session	
Nov 12	(FTF) Exam 2	
Nov 14	NCA conference – No class. Work on your final paper	
Nov 19	(FTF) Presentation	
Nov 21	(FTF) Presentation	
Nov 26	No class-Working on your final paper	
Nov 28	No Class. Thanksgiving holiday	
Dec 3	(FTF) Last day of class-wrap up Org Culture Audit due	