



**COM 401 – ORGANIZATIONAL COMMUNICATION
MAY – AUGUST 2025 FINAL PROJECT
DEGREE PROGRAMME**

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Instructions

Total Marks: 50 (40% of the total percentage)

This is an individual project.

Task: Case Study Scenario:

“East Africa Hi Tech Solutions” — a multinational IT company headquartered in Kenya, with teams across Africa and Europe. The company has recently undergone restructuring to adopt a more matrix-style organizational design to improve innovation and responsiveness. However, this has led to communication breakdowns, power struggles, resistance to change, and conflicts across cultural and geographical boundaries. The company is also integrating new digital communication technologies to support remote work. As a communication consultant, you are tasked to analyze the situation and provide recommendations.

Project Structure:

1. Introduction to Organizational Communication (5 marks)

- Describe the organization’s communication system (formal and informal)
- Outline communication goals and challenges faced

2. Theories in Organizational Communication (6 marks)

- Apply at least two organizational communication theories to explain the current situation (e.g., Systems Theory, Cultural Approach, or Critical Theory)

3. Individual and Group Organizations (5 marks)

- Analyze communication patterns at individual and group levels (e.g., channels, barriers, groupthink, cohesiveness)

4. Leadership and Management Communication (6 marks)

- Evaluate leadership communication styles and their effect on team motivation and performance
- Discuss power dynamics and resistance observed

5. Organizational Diversity and Communication (5 marks)

- Identify diversity challenges (cultural, gender, generational) and communication barriers
- Suggest strategies for inclusive communication

6. Conflict Management at Work (6 marks)

- Describe key conflicts in the organization and their sources
- Critically analyze conflict resolution styles and recommend improvements

7. Information Communication Technologies and Organizations (4 marks)

- Discuss how ICT tools are utilized and their impact on communication effectiveness and employee collaboration

8. Globalization and Organizational Communication (4 marks)

- Examine globalization effects on communication practices and policies in the company

9. Career Options for Organizational Communication (3 marks)

- Identify and describe at least two career paths related to organizational communication within or relevant to the organization

10. Recommendations and Conclusion (6 marks)

- Provide clear, actionable recommendations to improve communication, conflict management, and diversity inclusion
- Summarize key findings

Submission Format:

- Written report of approximately 2500-3000 words
- Proper referencing and academic APA 7th Edition style
- Optional: Include charts, communication flow diagrams, or communication audit tables for clarity

Evaluation Rubric (Total 50 marks)

Criteria	Excellent (5-6)	Good (3-4)	Needs Improvement (1-2)	Marks
Introduction to Org Communication	Clear, comprehensive description, well contextualized	Adequate description with minor gaps	Incomplete or unclear introduction	5
Theories Application	Insightful application of theories with examples	Application present but limited depth	Poor or incorrect application	6
Individual and Group Communication	Detailed, well-analyzed patterns and barriers	Some analysis but superficial	Minimal or incorrect analysis	5
Leadership and Power Dynamics	Critical evaluation with strong evidence	Some evaluation, lacks detail	Little to no evaluation	6
Organizational Diversity	Thorough identification and solution strategies	Basic identification and suggestions	Overlooked or incorrect	5
Conflict Management	Detailed conflict analysis and practical solutions	General conflict description	Missing or incorrect analysis	6
ICT in Organizations	Clear discussion of ICT impact with examples	Basic discussion	Absent or incorrect	4
Globalization Effects	Strong analysis of globalization impacts	Some mention but lacks depth	Ignored or irrelevant	4
Career Options	Well-researched, relevant career pathways	Basic career mentions	Not mentioned or irrelevant	3
Recommendations and Conclusion	Practical, insightful, well-summarized	Some useful suggestions	Lacking or irrelevant	6

Grading Scale

- **45–50 marks:** Excellent (A)
- **40–44 marks:** Very Good (B+)
- **35–39 marks:** Good (B)
- **30–34 marks:** Fair (C)
- **25–29 marks:** Poor (D)
- **Below 25 marks:** Fail (F)