

Course description template

Communication in health institutions		1. Course Name	
		2. Course Code	
2026-2025	Academic Year	First	3. Chapter
2025/ 10 /1		Date of preparation of this description	
Presence		4. Forms of Attendance	
4 hours / 60 hours		5. Number of Academic Hours/ Total	
email	Name		6. Course administrator name
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7. Course Objectives			
<ul style="list-style-type: none"> - Understand the nature of health institutions as complex systems and how organizational structure affects the flow of information and decision-making speed. - Enabling the learner to apply strategies based on trust and empathy within the health institution, all the way to managing the mental image of the institution externally with an emphasis on professional handling of complaints to ensure patient loyalty first and the institution's competitiveness second. - Prepare leaders capable of managing the flow of information during crises and employing modern technologies in communication while maintaining ethical and legal standards for health information. 			
8. Teaching and Learning Strategies			
-Presenting theoretical concepts about communication in health institutions through dialogue and			

discussion through the use of techniques such as brainstorming

- Analysis of realistic scenarios through the case study method.
- Divide students into virtual working groups and for different disciplines to enable them to understand the language shared within the institution.

9. Course Structure

Evaluation Method	Learning method	Unit Name or Subject	Required Learning Outcomes	Watches	The week
Degree on participation	Lecture + Discussion + Practical Examples	Overview of communication in health institutions	Establishing a knowledge base that enables students to see the health institution not only as a building that includes doctors and patients, but also as a "complex information system", where effective communication is the first strategic tool to ensure the smooth flow of operations, reduce risks, and achieve integration between the medical and administrative aspects of patient service.	4	1
Degree on participation	Lecture + Discussion + Practical Examples	Work environment in health institutions	Enable the student to diagnose the healthy work environment as a complex system characterized by high pressure and challenges, and understand how these factors affect the behavior of physicians and staff, while also learning how information flows to ensure that the team is able to make safe, shared decisions and achieve the overall benefit.	4	2
Daily exam	Lecture + Discussion	Models, Patterns and Methods of Communication in Health Institutions	Provide the student with a "compass" understanding of how information moves within the corridors of the health institution, starting with the official orders within the organizational structure, to informal social networks, i.e.	4	3

			identifying who he is talking to (style), how to arrange his ideas (the model), and by what means he conveys them (the method), to ensure that the right information reaches the right person in the fastest and safest way.		
Degree on participation	Lecture + Discussion Using the Brainstorming Method	Effective communication between health teams	Enable the student to build and lead harmonious health work teams by removing barriers between disciplines, and applying modular communication tools that ensure accurate information transfer, with the ability to manage professional conflicts and clarify roles to ensure patient safety and efficiency of teamwork.	4	4
Daily exam	Lecture + Discussion	Barriers to Communication in Health Institutions	Enable the student to dismantle and analyze the complex web of barriers within the organization, ranging from physical and language barriers to psychological and hierarchical barriers, and provide them with the necessary tools to design a flexible communication environment that allows for the flow of information clearly and removes obstacles that threaten patient safety and workflow.	4	5
Homework	Lecture + discussion through questions exchanged between groups of students	Quality of communication in health institutions	Move the student from the concept of communication as an innate skill to its concept as a "measurable administrative process", by enabling them to set accurate standards for the quality of information flow, use performance indicators to	4	6

			monitor flaws, and apply improvement tools, because any imbalance in the quality of information means a direct risk to the patient's life and the reputation of the institution.		
Report	Lecture + Discussion	Leadership and Communication in Health Institutions	Prepare leaders with the skills to adapt their communication style to lead teams from diverse backgrounds, focusing on their pivotal role in building a culture of "psychological safety" that encourages transparency, and managing organizational change processes flexibly with a focus on reducing change resistance and fostering organizational belonging.	4	7
First Month Exam					8
Homework	Lecture + Discussion	Strategies to improve communication in health institutions	Provide the student with a strategic toolkit that enables him to transfer communication from "personal diligence" to a "disciplined institutional system", by imposing standardization protocols, activating access and understanding assurance systems, and integrating modern technology with continuous training to create a "immune" communication environment against human errors.	4	9
Degree on participation	Lecture + Discussion	Cultural Competence and Institutional Diversity	Preparing health and administrative cadres who possess the awareness and tools necessary to work in a global and diverse environment, by managing cultural and	4	10

			linguistic differences between employees and patients intelligently and sensitively, and ensuring that the patient's or employee's background does not constitute an obstacle to obtaining good service or performing their work efficiently, which enhances justice and loyalty to the organization .		
Degree on participation	Lecture + Discussion (Video Explainer) of a Practical Case	Crisis Management and Complaint Handling	Provide the student with the ability to transform routine conflicts in the organization from "disruptive obstacles" to "opportunities for improvement" by enabling them to accurately diagnose the causes of disagreement, and use smart negotiation techniques and emotional intelligence to reach consensus that ensures the necessary resources and patient safety without harming professional relationships between team members.	4	11
Degree on participation	Lecture + Discussion	Professional Ethics and Legal Responsibility	Graduating officials who understand the fine line between human communication and legal compliance, who are able to protect the organization from legal liability through careful documentation and compliance with privacy controls, while adhering to high ethical standards when dealing with patients' secrets and rights.	4	12
Homework	Lecture + Discussion of Some	Public Relations and Health Marketing	Enabling students to use marketing and public relations tools not as superficial	4	13

	Practical Cases		"propaganda" tools, but as strategic tools to build a "balance of trust" in society, through transparent communication, while promoting the organization's brand, and using digital platforms to provide real awareness value that respects professional ethics .		
Report	Lecture + Discussion	Modern and Future Trends in Communication Management in Health Institutions	Prepare future leaders with the vision to integrate revolutionary technologies (such as artificial intelligence and telemedicine) into their corporate communication strategy, able to intelligently balance "automation" to increase efficiency with the "human touch" necessary for healing, while adhering to ethical controls that ensure privacy and justice in the digital age.	4	14
Second Month Exam					15
10. Course Evaluation					
<ul style="list-style-type: none"> ● Written Tests ● Daily Tests - Attendance - Posts - Homework - Reports 					
11. Learning and Teaching Resources					
" Organizational Communication in Health Institutions ", Prof. Dr. Raouf Baqafa . - Julie · Communication in Health Organizations, Apker			References		
			Head of Department Name		
			His signature		
2025/ /			History		