



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Comunicazione d'Impresa

1920-3-E2004P027

Learning area

3: Study of socio-economic and cultural aspects related to communication processes

Learning objectives

Knowledge and understanding

Students will learn the main psychological theories about communication in general and organizational communication, the relational and organizational dynamics of work contexts, and the functioning of communication processes in organizational contexts.

Applying knowledge and understanding

Contents

A conceptual and methodological framework of organizational communication will be provided, taking in due consideration: (1) the evolution of the needs and contents of communication in relation to organizational development; (2) the development of communication with respect to organizations and their environments.

Detailed program

Communicational processes in organizational changes

Organizational climates and cultures

Organizational structures and processes: implication for communication

Corporate communication

Organizational communication

Marketing communication

Financial communication

Crisis communication

Corporate social responsibility

Communication planning for organizations

Prerequisites

None. A good knowledge of the basis of Work and organizational psychology enables a more aware use of the course contents.

Teaching methods

Lectures, discussions, video presentations, case studies.

Assessment methods

The learning assessment will be carried out through an oral examination aimed at verifying the knowledge of the main theoretical aspects of the course. The evaluation criteria are the following: correctness of the answers, *mastery* in using the technical language and, most important, the ability to *argue*, synthesize and create links between topics and *critically* read reality

Textbooks and Reading Materials

Detailed information about textbooks will be published on the elearning webpage of the course.
