UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Communication

2223-3-E2004P027

Learning area

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

Learning objectives

Knowledge and understanding

- Main psychological theories about communication in general and about organizational communication;
- The relational and organizational dynamics of work contexts;
- The functioning of communication processes in organizational contexts.

Applying knowledge and understanding

- Critical analysis of communication processes within the work contexts
- To read and apply theoretical models to the organizational context
- To plan simple project of organizational communication

Contents

The course aims to provide theoretical and practical knowledge on organizational communication, in relation to several communication needs: institutional, financial, organizational and marketing communication. A conceptual and methodological framework of organizational communication will be provided, by considering: (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

- Introduction to enterprise
- Organizational cultures
- Culture and communication
- Total corporate communication
- Communication structures inside and outside the enterprise
- Corporate communication
- Crisis communication
- Corporate social responsibility
- Public affairs & Lobbying
- Organizational communication
- Marketing communication
- Financial communication
- Communication planning for organizations

Prerequisites

Nothing specific. Good knowledge of the basis of Psychology (in particular of Work and Organizational Psychology) enables a more aware use of the course contents.

Teaching methods

In addition to classroom lectures, part of the teaching takes place through the discussion of scientific articles, case studies, video presentations and exercises on the course topics.

The material (slides and, when possible, scientific articles) is made available after the lesson on the e-learning site of the course, so that it can also be used by non-attending students.

Some group work will be proposed - on a voluntary basis and to be carried out during the semester - on themes related to the course. Groups will be given the opportunity to present their works in class and discuss them with the teacher and colleagues.

Assessment methods

The exam is written with close and open questions. The questions are aimed at ascertaining the effective acquisition of both theoretical knowledge and the ability to apply them to reality. For those students who request it, an oral interview is also provided, on all the topics of the course, which can lead to an unlimited increase or decrease of the written exam score.

International students can take the oral exam in English.

Participation in voluntary activities (group work) contributes to evaluation. The works carried out, and the individual reports related to them, are evaluated by the teacher and are complemented by the evaluation of the written test.

There is no midterm exam.

Textbooks and Reading Materials

Pastore, A. e Vernuccio, M. (2008) Seconda Edizione. Impresa e Comunicazione. Principi e strumenti per il management. Apogeo

The list of chapters part of the exam program will be given during the course in class and published on the e-learning platform.

Any additional books, articles or other study materials will be communicated in class and posted on the e-learning platform. The slides are part of the exam program.

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION