UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Communication

2425-3-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

The course includes 28 2-hour lectures conducted in-person.

The majority of the lectures will be lecture based classes, but in addition to the face-to-face lectures, part of the teaching is done through guided discussion of scientific articles, cases (*case studies*), and films.
The material (lecture slides and, when possible, scientific articles) is made available on the course e-learning site after the relevant lecture so that it can also be used by non-attending students.
Some group work - on a voluntary basis and to be done during the semester - on the topics covered in the course will also be offered. The different groups will be given the opportunity to present in class and discuss their work with the lecturer and fellow students. Of conseuence, the last lectures of the course will be interactive-classes, in a number that depends on how many groups participate.
The course is taught in Italian.

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, who have obtained a passing grade in the written test, 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. & Vernuccio, M. (2008). *Impresa e Comunicazione. Principi e strumenti per il management*. Apogeo (2a ed.).

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