UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Comunicazione d'Impresa

2526-3-E2004P027

Learning area

2: Psychosocial aspects underlying communication.

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.

Making judgements

- Ability to gather and analyze complex information related to business communication scenarios, including early warning signs of crisis.
- Ability to interpret theoretical models (e.g., Self-discrepancy theory, Situational Crisis Communication Theory, Theory of Image Restoration Discourse) to make independent judgments about corporate communication strategies.
- Skill in critically evaluating business decisions and behavior, including on ethical and interdisciplinary issues, considering the social and legal implications of communication actions.

- Ability to identify inconsistencies between corporate identity and perceived image, proposing solutions to align stated values and concrete actions.

Communication skills

- Proficiency in effectively communicating corporate strategies, goals, and values to a variety of audiences, both specialists and non-specialists.
- Ability to adapt communication styles and content to different contexts and audiences (e.g., crisis management, public affairs, marketing, financial and organizational communication).
- Ability to construct consistent and transparent messages, even in situations of high complexity and media pressure, such as during a crisis.
- Development of active listening skills to understand stakeholder needs and integrate their demands into communication strategies.

Learning skills

- Ability to target one's training more specifically as a result of a greater understanding of communication functions within organizations.
- Development of skills to continuously monitor and analyze the business and social environment to anticipate changes and opportunities.
- Ability to understand and learn from the everyday socio-economic context through the development of a deeper perspective on pervasive communication phenomena.
- Ability to apply and integrate different theoretical approaches for a holistic understanding of business and communication, fostering the development of critical and adaptive thinking.

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 compulsory oral.
The written exam consists of 30 closed questions. Sufficiency in the written allows access to the oral, which is usually held on the same day as the written. The written exam evaluates the fundamental understanding of the course concepts and topics. The oral exam aims to assess the actual acquisition of theoretical knowledge and the ability to apply it to real-world situations.

International students have the option to take both the written and oral examinations in English.

Participation in optional activities (group work) contributes to the assessment. The work completed and the individual papers related to it are evaluated by the lecturer and supplement the evaluation of the written test.

There is no *mid-term* exam.

Testing criteria and evaluation thresholds:

30 cum laude: excellent evidence, both in knowledge and in critical and expressive articulation.
30: excellent evidence; comprehensive knowledge, well articulated and correctly expressed, with some critical insights.
27-29: good proof; comprehensive and satisfactory knowledge; substantially correct expression.
24-26: fair evidence; knowledge present at substantial points, but not comprehensive and not always articulated correctly.
21-23: Sufficient evidence; knowledge present at times superficially, but the general thread is understood. Expression and articulation are lacking and often inappropriate.
18-21: Barely sufficient evidence; knowledge present but superficial; common thread is not consistently understood. Expression and articulation of discourse also have major gaps.

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