

General Information	
Academic subject	Business Communication Techniques Lab
Degree course	Communication Sciences
Curriculum	
ECTS credits	3 CFU
Compulsory attendance	
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Giuseppe Veronico	g.veronico65@gmail.com	

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	II semester
Year	2017/18
Type of class	Evaluation test with final oral examination

Time management	
Hours measured	60 min
In-class study hours	20Hh
Out-of-class study hours	

Academy calendar	
Class begins	From secretarial
Class ends	

Syllabus	
Prerequisite requirements	
Expected learning outcomes (According to Dublin Descriptors)	Acquiring knowledge and understanding Applying knowledge and understanding Making informed judgments and choices Communicating knowledge and understanding Capacities to continue learning
Contents	Principles, Mission and Objectives of Internal Communication <ul style="list-style-type: none"> • Foundations of internal communication: challenges, goals, actors and networks • Organizational placement: specialized, subordinate, integrated form • Internal communication as a leverage • HR management and internal communication • Mission of the Internal Communication Manager Internal communication strategy <ul style="list-style-type: none"> • Communication to the service of the company strategy

• Internal communication in relation to other strategic levers

- Internal communication and change management: communicate the change
- Charter of Values, Business Project, Mission Statement

Objectives and actors of internal communication

- Improve the flow of information top down / bottom up and vice versa
- Encourage horizontal communication
- Increasing motivation and involvement of staff
- Communication Management Team

The internal communication plan

- Analysis of the current state of communication and SWOT analysis
- Realization of a communication survey
- Definition of objectives with reference to mission and business strategy
- Segmentation logic of the recipients
- Content definition
- Choice of tools and tools according to different criteria

• Defining activities: actions, media mix, integration with other communication systems

Declining the same message for different business people: choose appropriate codes, style, language, media, and situations

The media and their optimal use

- Differences and relations between formal and informal communication
- Target and audience
- Channels

Or Online: intranet, web tv, blog, newsletter, social media

Or Offline: Internal newsletter, house organ, circulars, billboards, paycheck

Or face-to-face: meetings, staff meetings, conventions, events

O Special events: incentive trips, family days, sporting events, etc.

Management and sharing of the internal communication plan

- Plan actions and responsibilities
- Define a business planning
- Share the plan with the various strategic interlocutors

Checking the effects of internal communication

- Diffusion, understanding, acceptance of messages
- Feedback Evaluation Tools
- Short / long term final control

	• Communication audit
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Course Program	
Bibliography	Teacher Slide
Notes	
Teaching methods	Lectures and group work
Assessment methods	Evaluation test with final oral exam
Further information	