



Course Business Communication & Institutional Communication

SDS SPS/09

ETCS 6

Course modules (if any) None

Year II year

Semester I semester

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Office hour Reception usually takes place before or after the end of the lessons or by appointment to be agreed via email. During periods of suspension of teaching, Prof. Capogna holds reception on Tuesdays from 10:00 to 12:00.

LEARNING OUTCOMES

The teaching aims to enable the student to achieve the following learning outcomes:

- understand and interpret the main interpretative paradigms that characterize the concept of communication;
- understand how communication has evolved in relation to the changes introduced by new technologies;
- understand the main functions and levels of organizational communication;
- understand the developments and guiding principles of public and institutional communication;
- understand the complexity and relevance of communication
- ability to identify the main processes of organisational, public and institutional communication
- knowing how to apply the knowledge learned to the analysis and selection of the best communication channels in reference to the target/objective of the message

With reference to

1. KNOWLEDGE AND UNDERSTANDING SKILLS:

- Acquire fundamental notions for understanding the communication;
- Reconstruct the theoretical reference framework of studies about organizational communication;
- Recognize and understand the most important interpretative models and organizational communication models;
- Understand the role of communication in building the brand and organizational positioning.

2. APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:

- Acquire essential analysis and synthesis skills to carry out and discuss in a clear and comprehensive manner possible proposals and reflections inherent to the problems and topics covered;
- Analyze the critical process issues that impact organizational communication;
- Analyze different organizational communication strategies;
- Analyze the role and messages connected to different types of brands; • Develop an organizational communication plan.

3. AUTONOMY JUDGMENT:

- Knowing how to independently and critically analyze the disciplinary complexity;
- Be able to reflect on the organisational, social and ethical responsibilities present in organizational communication processes.

4. COMMUNICATION SKILLS:

- Acquire proficiency in both linguistic and conceptual technical terminology;
- Acquire the ability to argue and communicate clearly to different interlocutors and in different contexts.

5. LEARNING ABILITY:

- Acquire the bibliographic, linguistic-lexical and conceptual tools necessary to articulate a critical reflection on the issues addressed and to develop critical thinking on them;
- Be able to develop and illustrate a path of reflection and independent research on the topics covered;
- Be able to work in a group and propose knowledge-building paths.

DETAILED PROGRAM

The course aims to provide theoretical-methodological knowledge aimed at understanding organizational communication in its various declinations. The program aims to provide adequate theoretical knowledge for understanding the complexity of organizational systems and related communication processes. Particular attention will be paid to the processes, tools and channels of organizational communication, also in relation to the evolution of new technologies and the paradigmatic change that leads to affirming the idea of integrated communication.

The program is divided into a first **theoretical part** and a second **part of laboratory nature**.

In the **theoretical part** the paradigmatic evolution that characterizes the concept of "communication" is presented, also in light of the changes introduced by new technologies. The theme of communication as a process is then described, illustrating the forms and channels of communication and then shifting attention to the organizational level, highlighting the relevance of this function also in the institutional context. Particular attention will be paid to the processes, tools and channels of organizational communication, also in relation to the evolution of new technologies, and to emerging themes such as integrated communication, corporate reputation, corporate and advertising communication, transparency, ethics and safety.

The second **part of laboratory nature** involves the active involvement of students through the creation of thematic insights through individual or group project work.

The following topics will be specifically addressed:

- Presentation of the course and the examination and evaluation methods
- Definition of the 'Training Agreement'
- Paradigmatic evolution of the concept of "communication"
- Understanding organizations
- Organizational communication: specificity and evolution
- Effective communication

- Digital communication in organizations
- Public and institutional communication
- New technologies in the development of public communication
- Social media in public organizations in the European and Italian scenario
- The centrality of listening and the role of citizen participation
- Case studies: experiences of public and civic engagement, shared administration, digitalisation practices

The teaching activities will be conducted through frontal lessons/presentations followed by exchange and comparison sessions in which students will be active protagonists through individual work alternating with moments of presentation, reflection and collaboration in groups.

Furthermore, students will be actively and participatory involved through research activities, discussions, presentations and the final project which can be individual and/or group work.

Project work final.

RECOMMENDED PRE-REQUISITES (IF ANY)

There are no preparatory requirements.

TEACHING METHODOLOGIES

The educational activities will be carried out through lectures and practical learning.

FINAL EXAMINATION METHODOLOGIES

The final exam, for attending and non-attending students, takes place with an oral interview about the contents of the course and the assigned study texts.

However, for the attending students, the final evaluation of the oral exam will also take into account the level and quality of the student's participation in the activities and in carrying out the work carried out during the course.

Indications for the exam texts are provided by the lecturer.

The evaluation is based on the results of the final interview and the quality of the participation and the work carried out and presented during the entire course.

Ongoing assessment

The ongoing evaluation is based on the achievement of the research/in-depth tasks assigned during the laboratory, the participation and presentation of individual and/or group work on the contents of the course. Details for each assignment will be explained throughout the semester. These activities, to be carried out during the course period, are part of the ongoing evaluation and include the implementation of:

- In-depth research (individual and/or group) on a topic of your choice and agreed with the lecturer.
- Presentations and speeches in individual and/or group classes on a topic of your choice and agreed with the lecturer.
- Participation and sharing of learning materials through remote

cooperation/communication environments.

Final evaluation

The final evaluation is cumulative and takes into account:

- Active participation in the classroom.
- Active participation in individual and/or group work.
- Results of the ongoing evaluation based on the presentations made in the classroom. • Individual interview (oral) on all course content and assigned textbooks.

Assessment	Activity
on the road	Frequency/Active participation and quality of presentations
	Task n.1 individual and/or group presentations
	Task no. 2 individual and/or group presentations
	Task no. 3 Project work
Final Evaluation	Final interview
	Personal insights

EVALUATION CRITERIA

Taking into account the entire course of study during the semester, the in-depth work chosen (written), the final interview, and the final exam will be evaluated, with reference to:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** There are no preparatory requirements.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** will be evaluated the ability of analysis and synthesis, skills needed to elaborate a project work or an in-depth essay starting from a theme of your choice and agreed with the teacher.
3. **AUTONOMY JUDGMENT:** will be assessed the student's ability to independently and critically analyze the major topics covered in teaching, and know how to outline analysis paths starting from a critical reflection on organizational and institutional communication.
4. **COMMUNICATION SKILLS:** will be evaluated, through writing, presentations in the classroom and the final exam, the linguistic and conceptual mastery of technical terminology, the ability to use several communicative registers, depending on the different contexts/tools/targets.
5. **LEARNING ABILITY:** will be evaluated the ability to organize independent and

appropriate in-depth study paths for processing presentations in the classroom and the ability to work in a team.

FINAL GRADING INFORMATION AND CRITERIA

The final score is expressed in thirtieth grade, with the possibility of honors. The final score reflects the student's preparation as follows:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.
24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative skills, good ability of analysis and synthesis, confident and correct exposure.
30 30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

COURSE MATERIAL

Attending and not attending students.

Mandatory texts:

- Course slides
- R. Grandi, La comunicazione pubblica, Carocci Roma ultima edizione
- Strati Antonio, La comunicazione organizzativa, Editore Carocci, Roma 2013.

Reading suggestions

- Jason S. Wrench, An Introduction to Organizational Communication, 2012
- Craig E. C. The Handbook of Communication and Corporate Reputation, Section I - 4 for Assignments

- Reading material provided by the lector during the course

OTHER ADVICES

Attendance and active participation are required.

The entire course is based on a methodology that enhances 'cooperative learning' and "flipped classroom" placing the student at the center of the learning process, through his active involvement to study in order to acquire transversal skills.

Non-attending students

Any students belonging to the 'part-time/workers' category are required to use all the educational and technological supports provided to guarantee their success in their studies and through which they will be able to maintain interaction with the teacher and with the tutor/subject expert.

These students are advised to contact the teacher to examine specific training needs together.

NB:

It is possible to bring your personal devices (tablet/laptop) into the classroom for individual and/or group work.