







5.0 credits	30.0 h	2q
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Teacher(s) :	Bouckaert Thierry (compensates Catellani Andrea) ; SOMEBODY ; Charpentier Jean-Marie (compensates Lambotte François) ; Lambotte François ; Catellani Andrea ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	Basic notions on the most important theories of information and communication are required. The course LCOMU2310 strategic Communications of organizations constitutes a prerequisite.
Main themes :	The course shows the main elements of internal communication, basing on some analytical categories developed by information and communication sciences. The course explains the relations between internal communication, culture and organizational identity. It introduces the relations between internal communication and human resources management, and the contribution of internal communication to change management.
Aims :	<p>At the end of the course, the student acquires some basic elements regarding organizational internal communication:</p> <ul style="list-style-type: none"> -- identification of practices and aspects of internal communication; -- identification of the main tools and techniques of internal communication, and the comprehension of their logic; -- distinction of the different methods to analyze internal communication, in connection with the course LCOMU2350 Evaluation de la communication d'organisation; -- how to elaborate a strategy of change communication; -- understand the relations between internal communication and human resources management; -- understand some legal aspects and ethical implications of internal communication. <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods :	Oral or written exam (precise methods are presented at the beginning of the course).
Teaching methods :	<p>This course includes the presentation of themes and categories, the critical exposition of concrete examples, and individual and group work.</p> <p>This course is organized in coordination with the séminaire d'analyse de la communication interne, LCOMU2611</p>
Content :	The course introduces the main themes of contemporary internal communication. It introduces the legal and deontological main aspects of this communication form, and also the crucial phases of its historical development. The course helps the student to understand the politics of internal communication. It explains, with the help of some examples: the goals of internal communications; its organized circuits, its publics; its different tools. The elaboration of a strategy of change management that respects the workers is explained. Well-being at work and the implementation of the corresponding legislation will be another theme of the course. Other elements of the course will be: the tensions between different internal partners (staff, direction, unions, etc.); the relation between internal communication, organizational culture and cultural change.
Other infos :	Supports are presented at the beginning and during the course.
Faculty or entity in charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Communication	COMM2M	5	-	
Master [120] in Information and Communication	COMU2M	5	-	
Master [120] in Journalism	EJL2M	5	-	
Master [120] in Communication	CORP2M	5	-	
Master [120] in Human Resources Management	GRH2M	5	-	
Master [60] in Information and Communication	COMU2M1	5	-	
Master [120] in Multilingual Communication	MULT2M	5	-	