







5 crédits	30.0 h	Q1
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Enseignants	Catellani Andrea ;Hambursin Christine (supplée Catellani Andrea) ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	This course shows the main issues of internal communication, using a series of analytical categories provided by the communication and information sciences. It presents the relations between internal communication, culture and identity of organizations. It also presents the relationship between internal communication and human resource management (HRM), and the contribution of internal communication to change management.
Acquis d'apprentissage	<p>At the end of this course, the student will be able to master in a reflexive and critical way a series of elements that relate to the internal communication of the organizations:</p> <ul style="list-style-type: none"> - distinguishing phenomena and practices of internal communication; - identify the main tools and techniques of internal communication and understand their logic; 1 - distinguish the different methods of analysis of internal communication; - develop a communication strategy for change; - understand the relationship between internal communication and human resources management (HRM); - grasp certain normative aspects and the ethical dimension related to internal communication, in a context of multiculturalism. <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	written exam (in French or English); evaluation of presentations by the students; evaluations of exercices on change communication.
Méthodes d'enseignement	lectures; presentations by the students of texts on IC articles; groupe exercices; examples presented by IC professionals.
Contenu	This course shows the main issues of internal communication (IC). Main subjects: Internal communication: definitions and history. Organisational structures. Organisational culture. The place of the IC service in the organisation and the role of the IC professional. IC's dimensions. IC for organisational change: theory and exercices. IC planning. IC media.
Faculté ou entité en charge:	COMU

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en communication	CORP2M	5		
Master [120] en journalisme	EJL2M	5		
Master [120] en communication multilingue	MULT2M	5		
Master [120] en gestion des ressources humaines	GRH2M	5		
Master [120] en information et communication	COMU2M	5		
Master [60] en information et communication	COMU2M1	5		
Master [120] en communication	COMM2M	5		