

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.






5 credits

30.0 h

Q1

Teacher(s)	Catellani Andrea ;Werbrouck Katja (compensates Catellani Andrea) ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	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.
Aims	<p>Master in a reflexive and critical way a series of elements that relate to the internal communication of the organizations :</p> <ol style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>distinguishing phenomena and practices of internal communication ;</li> <li>identify the main tools and techniques of internal communication and understand their logic ;</li> <li>distinguish the different methods of analysis of internal communication ;</li> <li>develop a communication strategy for change ;</li> <li>understand the relationship between internal communication and human resources management (HRM) ;</li> <li>grasp certain normative aspects and the ethical dimension related to internal communication, in a context of multiculturalism.</li> </ul> </li> </ol> <p>-----</p> <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	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>The evaluation of the Internal Communication &amp; Communication of Change course will happen in two parts. Students will be asked to participate in a working group on a specific theme and will present their work in a plenary session (mandatory). There will also be a written exam on the complete content of the course. <b>DISTRIBUTION OF POINTS</b></p> <ul style="list-style-type: none"> <li>Working group: 8/20 (quality of interview, quality of the recommendation, quality of presentation, quality of the executive summary &amp; tactical Internal Communication plan). Participating in the working group is compulsory. If a student has not participated in the working group, (s)he will have a grade of absence for the first session.</li> <li>Written exam: 12/20.</li> </ul> <p><b>SECOND EXAM SESSION</b></p> <p>Students having a second session will have an individual written exam with open questions on all the topics covered during the course (12/20). Points will be awarded based on the intrinsic quality of the response and the clarity of the answer. The initial rating of the working group will be maintained if it is at least 4/8; otherwise, the student must present a complementary work to be fixed with the teacher (8/20).</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>All courses are supported by written material. At least 50% of the course is interactive and learned through exercises. When relevant, internal communication professionals are invited to illustrate cases. Different communication formats are used.</p>
Content	<ul style="list-style-type: none"> <li>Role, history, trends of Internal Communication</li> <li>Internal Communication Types, Contents &amp; Channels</li> <li>Internal Communication target populations</li> <li>Employee experience and engagement</li> <li>Change Management &amp; Change Communication</li> <li>Internal communication Measurements, Organization &amp; Planning</li> <li>Ethics &amp; normative aspects</li> </ul>

Faculty or entity in charge	COMU
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Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Human Resources Management	GRH2M	5		
Master [120] in Communication	COMM2M	5		
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Communication	CORP2M	5		
Master [120] in Journalism	EJL2M	5		
Master [60] in Information and Communication	COMU2M1	5		