

Organisations & Change Communication

During this programme you will write a report on a communication scan and compose advice for a client based on the outcome of the analysis. You will come up with concrete suggestions about how communication can contribute to the organizational change and formulate advice: think about a training, a workshop, building an online platform, develop new media, etc.

In addition, you will establish a communication strategy for the organization and make appropriate recommendations about the use of communication. Change communication contributes to the creation of value for an organization in change and its external stakeholders. This includes well-founded means of communication to foster the organizational culture needed to embrace the change.

Project: Communication Scan

Credits

5

Content

Communication professionals can be called to facilitate organizational changes through internal and external communication. Internal communication and change communication are essential to foster an organizational culture that supports the desired organizational change.

You will, in a team of students, investigate the ambitions of the project client. Together you will critically review the internal environment of the organization using relevant theoretical models as a foundation for their argument. You will also evaluate the communication with external stakeholders impacted by the desired organizational change as well as possible external factors that could impact the organization.

You will produce a report on the state of affairs of the organization as the fundament for the communication advice that they will produce in the next block

Communication and Organisations Theory

Credits

5

Content

It is of great importance for communication professionals to have insight into organisational changes.

You will gain knowledge and insight into the communicative processes of organisations, especially in an international context. You will learn to analyse changes with the help of concepts from corporate communication theory and internal communication theory (mission, vision, organisational identity, reputation and image). You acquire knowledge and insight into the theories on organisations and applies this knowledge. You also learns to look into the wider context of an organisation and assess how different external factors can influence communication.

Professional Skills: Diversity, Inclusion & Languages

Credits

3

Content

In this block, advisory skills are focused on intercultural communication, dealing with intercultural differences and communication means in which you show that you can take these differences into account. You will do the so-called Intercultural Development Inventory (IDI) which assesses your intercultural competence.

Project: Transition and Communication

Credits

5

Content

In your advisory role, you will establish a communication strategy. You will make appropriate recommendations about the use of communication interventions, choose appropriate themes and formulate core messages. You will plan and produce communication products and corporate events to implement the communication strategy aimed at supporting the organizational change.

Key focus points are creativity and knowledge of what kind of communication works and how. You have to argues the use of communication means with professional arguments: systematic, well-thought and professional.

Intercultural Facilitation & Change Management Theory

Credits

5

Content

You will acquire knowledge and insight into the role of communication when supporting an organization in a phase of change and implementing those changes. Important issues are resistance to change, creating support and change strategies. You will learn to design a communication policy and its financial argumentation.

It is also of great importance to have an insight into the way in which culture influences communication. You therefore learn about intercultural communication theories that play a part when changing in an international context. You apply these theories on international cases.

Professional Skills: Intercultural Facilitation & Languages

Credits

3

Content

In this module, we focus on advisory skills upon facilitating (intercultural) communication. You will enable others to (better) communicate with each other. You apply different communication styles and learn how to deal with conflicts.

Language Development

Credits

2

Content

In this block you will be able to choose a language elective (currently the choices are: Dutch for Foreigners, French, Chinese, Spanish, Italian).