

Course unit title: INTERNAL COMMUNICATION

Course unit code: 2-2-20

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 2st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: Rui Fidalgo

Objectives

- Internal Communication seeks to act with the collaborators of the organization to clarify their standing in view of the different external audiences, helping confer on them a personality that would be recognized in the market and an identity distinct from the competitors.
- In this sense, internal communication, in the Business Communication course, emerges as an indispensable management tool to guarantee the necessary sustainability and consistency with the remaining variables that determine the manner in which the organization is perceived by the different publics it integrates.

Learning outcomes of the course unit

The curricular program taught in internal communication seeks to equip the students with the following skills:

- Master the methodologies required to execute a coherent and efficient work plan, namely the actual development of an internal communication plan.
- Master the guiding principles of internal communication management in exceptional circumstances, namely situations of crisis, alterations and organizational disputes.
- Equip the students with the necessary knowledge to understand the role of investments in internal communication in the performance of the organizations.
- Offer experiences with internal communication tools and thus give them skills in the area of conception and execution of organizational communication means.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

There is the intention to create among students will be competencies: a) dominate the adequate methodologies for a coherent an efficient work planning, namely the concrete development of the internal communication plan; b) dominate the orientation principles of internal communication management in exceptional circumstances; c) provide students with necessary knowledge to understand the internal communication investment role in organizations performance. d) provide students experiences with internal communications tools in a way that they'll have the skills in conception and execution of organizational communication supports..

Recommended Reading

- MENDES, António Marques; Pereira, Francisco Costa (2006)
Crises: de Ameaças a Oportunidades. Lisboa. Edições Sílabo
- ALMEIDA, Vítor. (2000).
A comunicação interna na empresa. Lisboa. Práxis
- ALIN, Frédéric ; Lafont, Denis ; Macary, Jean François (2000)
Os projectos intranet. Lisboa. Edições Cetop.
- DETRIE, Philipe ; Meslin-Broyez, Cathrine. (1995).
La Communication interne au service du management. Paris. Edition Liaison.
- PEREIRA, Orlando Gouveia (1999)
Fundamentos de comportamento organizacional. Lisboa. Fundação Calouste Gulbenkian
- HENRIET, Bruno; Boneu, François (1995).
Audit de la communication interne. Paris. Les éditions d'organisation.

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese