

International Forum on Sustainability

Madrid, June 24-25 2019

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Internal Communication and Change Management Syllabus

Internal Communication and Change Management

Date	Topic	Mandatory readings
Febbr 12	Introduction to the course	
	Scenario: IC in modern complex organizations and future trends	• Men & Bowen 2017, Foreword + Chap 10
13	Employee communication: conceptual models	• Men & Bowen 2017 chap 1 & 2 • Mazzei, 2010
	Internal communication media mix	• Men & Bowen 2017 chap 5
19	Internal communication strategies at Campary Group. Company visit: Galleria Campari, 15.00-18.30 (Sesto San Giovanni)	• Slides
20	Employee engagement and its drivers	• Men & Bowen 2017 chap 7 • Mazzei 2018 EISC
	<i>Employee engagement in Italian companies</i>	• Slides
26	IC planning and measurement: models and methods	• Men & Bowen 2017 chap 9
	Listening system in a multinational company <i>Case history Intesa San Paolo</i>	• Slides
27	Diversity and inclusion	• Mazzei, Ravazzani, 2012 JoCM • Ravazzani, 2016 D&IJ
	<i>Case history Vodafone Italy</i>	• Slides
March 5	Internal communication and social media <i>Case history Sella</i>	• Opgenhaffen, Claeys, 2017 • Madsen, 2018
6	IC in international companies: cultural and managerial dynamics <i>Case history FCA</i>	• Slides
	Project Work: brief and insights	• Slides
12	Change communication	• Men & Bowen 2017, chap 8 • Heide, Simonsson, 2011 • Klein, 1996 • Simonsson, Heide, forthc.
13	Leadership Communication	• Men & Bowen 2017 chap 4 • Simonsson, 2018 • Smircich, Morgan, 1982
19	The internal communication professional role	• Slides
	Closing session	
3 aprile	Project Work: Pitch presentations. 14.00-18.00 (Room 502)	
5 aprile	Final test (written). 14.30-16.00 (Room 143)	

- developing understanding and interest about some critical aspects of complex organization
- Diversity Management
- Employee Engagement
TO CREATE
- Ethical Cultural Environment
- Sustainable workplace
- Symmetric style of relations fostering bottom-up participation

Internal Communication and Change Management

Responsibility

- give employees the opportunity to experience and do good for the society during the working hours;
- improve employee personal attitudes and skills thanks to corporate development programs;
- happier, healthier and more productive employees allowing facilities and allowances for a sustainable and well-being life style .

Municipality of Milan

6 Universities

