



UNIVERSIDADE
CATOLICA
PORTUGUESA

Study
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Network

Curricular Unit:

Organizational Communication (4 ECTS) – 45 hours

Study cycle to which the curricular unit belongs (with academic semester and scholar year):

BA in Cultural and social Communication / 2nd Semester / 2014-2015

Responsible academic staff member and lecturing load in the curricular unit:

José Manuel Menano Seruya | Rita Curvelo Sardica

Learning outcomes of the curricular unit:

Objectives:

- To ascertain the complexity of the people issues within organizations
- To identify the basic components and factors of communication within an organizational context
- To understand the contribution of organizational communication to the success of organizations

Competences:

- To know how to portray the components of the communication process while analyzing and proposing solutions to real situations and problems
- To know how to analyze the impact of communication in organizational contexts
- To know how to define the objectives of an intended communication

Syllabus

1. A perspective of the organizations

- The relevance of the human factor. Individual and group motivations.
- The identity of the organization. Vision, mission, values.
- Alignment, commitment..
- Trust and change.

2. Central issues in organizational communication

- The importance of internal communication in the life of the organization.
- Management of organizational communication.
- Information needs, typologies and flow.
- Communication competences.

3. Analysis of and solutions to various situations and problems.

- Case studies.



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Teaching methodologies (including evaluation):

Teaching: Sharing of both theoretical and empirical perspectives, to allow for a consistent conceptual framework; case studies; group work in class.

Assessment:

- Participation in class = 20%
- Individual test = 80%

Main bibliography

- Almeida, Vítor (2003), *A comunicação interna na empresa*, Áreas Editora.
- Détrie, Philippe, Broyez, Catherine (2003), *La communication interne au service du management*, Editions Liaisons, 2ème edition.
- Duterme, Claude (2008), *A comunicação interna na empresa - a abordagem de Palo Alto e a análise das organizações*, Instituto Piaget.
- Hargie, Owen, Tourish, Dennis, Editors (2009), *Auditing organizational communication - a handbook of research, theory and practice*, Routledge, 2ª edição.
- Henriët, Bruno, Boneu, François (1997), *Audit de la Communication Interne*, Les Éditions d'Organisation, 2ème édition, 2ème tirage.
- Lite, Marisa del Pozo (1997), *Cultura empresarial y comunicación interna - Su influencia en la gestión estratégica*, Editorial Fragua.
- Mucchielli, Alex (2004), *La communication interne - Les clefs d'un renouvellement*, Armand Colin.
- Rego, Arménio (1999), *Comunicação nas Organizações - Teoria e Prática*, Edições Sílabo.
- Seruya, José Manuel (2009), *éPT! A marca interna da Portugal Telecom*, Principia.
- Vários (1999), *Harvard Business Review on Effective Communication*, Harvard Business Review Press