Course: Intercultural Facilitation & Change Management Theory   credits: 5

Course code	ICVB15INT2	**Modes of delivery**	Guest lecture
Name	Intercultural Facilitation & Change Management Theory		Lecture
			Tutorial
Study year	2022-2023	**Assessments**	Intercultural Facilitation & Change Management Theory - Computer, organised by STAD examinations
ECTS credits	5		
Language	English		
Coordinator	T.I. Voaides		

Learning outcomes

Competences	Programme learning outcomes (PLO) at level 2 Junior professionals:	Test for which the PLO applies
1. **Context & strategy**	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	Intercultural Facilitation & Change Management Theory
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	Not Applicable (N/A)	
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	N/A
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	N/A	
1. Account for communication interventions based on knowledge, theory and research insights.	Intercultural Facilitation & Change Management Theory	
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	N/A

Content

The student acquires knowledge and insight into the role of communication when supporting an organisation in a phase of change and implementing those changes. Important issues are resistance to change, creating support and change strategies. The student acquires knowledge for the design of communication policy and the financial argumentation connected to it.

It is also of great importance to have insight into the way in which culture influences communication. The student therefore acquires knowledge of intercultural communication theories that play a part when changing in an international context. Students apply these theories to international cases.

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

N/A

1. Create relevant content tailored to the concept and the organisation's goals.

N/A

1. **Planning & organisation**

1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.

N/A

1. **Persuasion & commitment**

1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.

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1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

N/A

1. **Connection & facilitation**

1. Organise interaction and collaboration, arrange networking or other meetings, expand their national and international network, and draw on this network for specific knowledge or information.

N/A

1. Recognise opportunities, develop initiatives and dare to experiment.

N/A

Included in programme(s)

Int. Comm. Exchange Minor Organisations and Change Comm.
International Communication

School(s)

School of Communication, Media & IT