Hanze

Course: Intercultural Facilitation & Change Management Theory — credits: 5

Course code	ICVB15INT2
Name	Intercultural Facilitation & Change Management Theory
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	T.I. Voaides
Modes of delivery	Guest lecture Lecture Tutorial
Assessments	Intercultural Facilitation & Change Management Theory - Computer, organised by STAD examinations

Learning outcomes

Competences	Programme learning outcomes (PLOs) 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. **Target group & behaviour**	1. Account for communication interventions based on knowledge, theory and research insights.	**Intercultural Facilitation & Change Management Theory**
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.	**Intercultural Facilitation & Change Management Theory**

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.

Included in programme(s)

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

School(s)

School of Communication, Media & IT

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