Vak: Communication and Organisations Theory — credits: 5

Vakcode	ICVB21CSC2
Naam	Communication and Organisations Theory
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	P.C.M. Swieringa

Werkvormen	Gastcollege Hoorcollege Werkcollege
Toetsen	Communication and Organisations Theory - Computer, organisatie ToetsCentrum

Leeruitkomsten

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.	**Communication and Organisations 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.	**Communication and Organisations Theory**	
1. **Target group & behaviour**	1. Account for communication interventions based on knowledge, theory and research insights.	**Communication and Organisations Theory**

Inhoud

It is of great importance for communication professionals to have insight into organizational changes and communicative processes within organizations.

The student acquires knowledge and insight into the communicative processes of organizations. The student learns to analyze changes with the help of concepts from corporate communication theory and internal communication theory (corporate culture, employee engagement, segmenting internal audiences). The student acquires knowledge and insight into the theories on leadership styles and development of organizations and applies this knowledge. The student also learns to look into the wider context of an organisation and assess how different external factors can influence communication using relevant knowledge from the areas of research, economics and politics.

Opgenomen in opleiding(en)

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

School(s)

Ondernemen, Communicatie & Marketing

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