Relationship Management Techniques (with workshop - Management of Online Communities)

Prof. Caterina De Micheli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to provide students with knowledge of modules of communication; verbal, paraverbal, non-verbal and proxemic, and relations within groups.

At the end of the course, students will be able to effectively describe, understand and manage the dynamics generated between “person” and “role” in organisational contexts and typical dynamics within small groups.

***COURSE CONTENTS***

The course is divided into two modules:

1. Module on communication:

– definition of communication; communication as interaction and relationship

– verbal, paraverbal, non-verbal and proxemic communication

2. Module on group dynamics:

– the organisation between individual, role, system and context

* influencing and encouraging change: listening, emotional intelligence, assertiveness, styles of leadership
* the origin and management of conflict

***READING LIST***

Attending students:

1. Materials presented during the lessons
2. One book from the following:
   * + Rimini D., *La gestione delle relazioni interpersonali - Come comunicare efficacemente*, Ed. Martina

or

* + - Cheli E., *Teorie e tecniche della comunicazione interpersonale. Un'introduzione interdisciplinare*, Franco Angeli ed. 2015

1. [Xhaet G.,Fidora G.](about:blank), *Le nuove professioni digitali risorse, opportunità e competenze per la tua carriera online*, Hoepli 2015.

Non-attending students: three texts chosen from the above.

***TEACHING METHOD***

Teaching and learning is delivered in two different formats:

– Lectures and guided practical classes

– Practical classes (individual and small-group work)

***ASSESSMENT METHOD AND CRITERIA***

Final oral exam. The exam will assess students as follows:

* questions on content learned (50% of the total mark)
* discussion of an individual or group assignment (e.g. written paper, presentation, video) (50% of the total mark). The contents and format of the assignment shall be shared with the lecturer teaching the exercises.

Students will be assessed on presentation and communication skills, effective use of specialist language and knowledge of course content.

In case the current Covid-19 health emergency does not allow frontal teaching, the lectures and the final assessment will be carried out online (through an oral exam and the presentation of written assignments based on the practical activities), allowing students to achieve the learning outcomes described above. In order to do so, the course will be held on Blackboard, Microsoft Teams, or other platforms approved by the Faculty.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

The course includes a workshop on “Managing Online Communities” taught by Dr Alessandra Grassi (a.grassi@unicatt.it).

In case of need, students can contact Prof. Caterina De Micheli at the following e-mail address: [caterina.demicheli@unicatt.it](about:blank).

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

**Management of Online Communities (Workshop)**

Dr Alessandra Grassi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide an in-depth analysis of the key concepts at the basis of the creation and management of different online communities: brands, celebrities, TV programmes. In particular, it aims to offer an overview of the most relevant ‘theoretical’ techniques used in this field, and present a selection of real-life case studies in order to identify the best ways to manage communities.

***COURSE CONTENT***

* Different types of communities
* Role and skills of a Community Manager
* Actions occurring in a community
* How to manage crises

***READING LIST***

G. Xhaet- G. Fidora, *LE NUOVE PROFESSIONI DIGITALI risorse, opportunità e competenze per la tua carriera online*, Hoepli, 2015.

***TEACHING METHOD***

Lessons will include facilitated practical work and group work.

Students will be asked to analyse a community by applying the acquired theoretical tools. Examinees will be expected to prepare a group paper and to present it as a group: students will be assessed on the basis of the work they have carried out and will be marked out of thirty.

**For non-attending students**

Students who are unable to attend at least 75% of lessons will be assessed on the basis of the programme for non-attending students: the exam will be based on their knowledge of the book specified in the reading list G. Xhaet- G. Fidora, *LE NUOVE PROFESSIONI DIGITALI risorse, opportunità e competenze per la tua carriera online*, Hoepli, 2015.

***NOTES AND PREREQUISITES***

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