# Organization Management (with Module on Communication)

## Prof. Barbara Scifo; Prof. Alberto De Marco

The course aims to provide students with the basic necessary knowledge to deal with the management and communication of projects and interventions in the welfare and sustainable development sectors. The course includes two connected modules which focus respectively on the discipline of Project Management (module 1 by Prof. De Marco) and on Project Communication (module 2 by Prof. Scifo). The two modules are complementary and the assessment will be a single exam.

Module 1: Project management (Prof. Alberto De Marco)

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

The module aims to provide students with the basic knowledge of Project Management and the technical and managerial skills that are useful for project management in various production sectors of goods and services.

The module provides basic methods, techniques and tools for starting, planning and monitoring a project through practical situations, the use of an IT tool and the development of a group project work.

At the end of the module, students will:

– know the main management methodologies and techniques to manage projects,

– understand corporate organizational models for projects and the role of the project management office,

– be able to start, plan and control the activities, resources, time and costs of a project,

– have improved their organizational and group work skills.

***COURSE CONTENT***

The module content is structured as follows:

– Introduction and principles of project management, processes and phases of project management. Organizational models oriented towards project management, the project management office, role and tasks of the project management team.

– Project planning, decomposition techniques and estimate of project costs.

– Basic notions of scheduling project times.

– Project Risk Management. Definitions and risk management process: techniques and tools for identifying, quantifying and responding to risk.

– Monitoring and control of project time and costs.

***READING LIST***

Details on the reading list and readings for the module will be communicated by the lecturer during the course.

***TEACHING METHOD***

The module is taught through lectures, analysis and discussions of communication campaigns and experts’ talks, with specific reference to the communication of public policies, *advocacy*, Public Administration services and citizen engagement. In addition, the module requires students to independently carry out a group work that aims to create a final presentation to plan a communication campaign regarding the project developed in module 1 of the course.

***ASSESSMENT METHOD AND CRITERIA***

The exam includes the assessment of each module. The final mark will result from the weighted average of the marks obtained in each module, provided that each of the two marks is a pass mark.

The assessment of **Module 1** includes:

– an individual written exam with a section of ten multiple-choice questions, two open-ended questions and a practical exercise;

– the results of the group project work and its presentation in class.

The final mark of module 1 is out of thirty and takes into account 70% of the individual written test and 30% of the group work. The evaluation of the open-ended questions and of the exercise will take into consideration the completeness and the level of analysis of the answers. The evaluation of the group work will take into account completeness, analysis and communication/public speaking skills.

***NOTES AND PREREQUISITES***

Attendance, although not compulsory, is strongly recommended.

The teaching material produced during the course and any material useful for preparing for the exam is indicated in the reading list or, alternatively, will be made available online. More detailed information on the sections of the recommended texts of specific interest for the course, bibliographic and additional study material, will be provided by the lecturers during the course and on the Blackboard platform.

*Prerequisites*

None.

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.

Module 2: Project Communication (Prof. Barbara Scifo)

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

The module aims to provide students with an introduction to the theories of communication and the media, in order to then be able to acquire basic knowledge on the complexity of the production processes and the spread of communication by organizations (public institutions, private companies and third sector entities) in the contemporary context, characterized by a hybrid, interconnected and algorithmic media system.

In particular, the module aims to provide the basic theoretical and methodological skills for the definition and development of integrated and multi-channel communication projects relating to interventions, measures, activities or policy programmes. These skills will also be developed through the creation of a group project work, in close connection with the first part of the course.

At the end of the module, students will be able to:

– critically understand the functioning logic of the contemporary media system;

– demonstrate knowledge of the features of institutional public communication (which also includes the communication of public policies), corporate communication (increasingly oriented towards issues of general interest) and social communication (aimed at promoting socially relevant issues in order to create some kind of change for citizens);

– understand the need to adopt a strategic approach oriented towards communication planning;

– define and plan the communication strategy for a project;

– demonstrate knowledge of some techniques, procedures and tools for managing;

– improve organizational, communication and teamwork skills.

***COURSE CONTENT***

The module content is structured as follows:

– an introduction to the features of communication processes and the complexities of contemporary media ecologies;

– a part relating to communication as a strategic element for organizations and the centrality of the planning culture to achieve communication objectives;

– a part on the construction of "self-produced" communication campaigns by organizations, relating to the promotion of a project (a new service, an activity, a policy, an initiative, etc.) and the analysis of the scenario, the definition of objectives, target audiences, strategies, contents, actions and tools, and the measurement of results will be taken.

***READING LIST***

G. Boccia Artieri, F. Colombo, G. Gili, *Comunicare. Persone, relazioni, media,* Laterza, Rome 2022.

A. Lovari, G. Ducci, *Comunicazione pubblica. Istituzioni, pratiche, piattaforme*, Mondadori Università, Milan 2022.

A. Galardi, *Comunicazione d’impresa,* Vita&Pensiero, Milan 2022.

During the lessons the lecturer will communicate the chapters of each textbook to be studied for the exam and further bibliographical material.

***TEACHING METHOD***

The module is taught through lectures, analysis and discussions of communication campaigns and experts’ talks, with specific reference to the communication of public policies, *advocacy*, Public Administration services and citizen engagement. In addition, the module requires students to independently carry out a group work that aims to create a final presentation to plan a communication campaign regarding the project developed in module 1 of the course.

***ASSESSMENT METHOD AND CRITERIA***

The exam includes the assessment of each module. The final mark will be the weighted average of the marks obtained in each module, provided that both marks are passing marks.

The assessment of **Module 2** includes:

– an individual oral exam on the module content and on the reading list;

– the results of the group project work and its presentation in class.

The final mark of Module 2 is out of thirty and takes into account 70% of the individual oral exam and 30% of the group work. The final mark will take into consideration consistency, correctness and completeness of answers as well as reasoned and coherent structuring of the speech and the students’ ability to identify conceptual links. The evaluation of the group work will take into consideration students’ understanding and application of studied methods and tools as well as the efficiency of the communication strategy adopted by the group. The quality of (written and oral) communication of the proposed results will also be assessed.

***NOTES AND PREREQUISITES***

Attendance, although not compulsory, is strongly recommended.

The teaching material produced during the course and any material useful for preparing for the exam is indicated in the reading list or, alternatively, will be made available online. More detailed information on the sections of the recommended texts of specific interest for the course, bibliographic and additional study material, will be provided by the lecturers during the course and on the Blackboard platform.

*Prerequisites*

None.

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.