

Contents

77E27000 Change Management and Communication (6 cr).....	2
77E28000 Corporate Responsibility Communication (6 cr).....	3
77E00200 Strategy Communication (6 cr)	4
75E15000 Investor Relations (6 cr)	5
77E18000 Organizational Communication (6 cr)	6
77E21000 Intercultural Communication (6 cr)	7

77E27000 Change Management and Communication (6 cr)

Responsible teacher: Kirsi Eräranta

Status of the Course: Master's Program in Corporate Communication, Mandatory studies
Master's Program in Management and International Business, elective (OC core course)

Level of the Course: Advanced studies

Teaching period: Period II (2018-2019), Töölö campus
Period II (2019-2020), Otaniemi campus

Workload: Contact teaching 24 h

Independent work 136 h

Total 160 h (6 ECTS)

Learning Outcomes: After completing the course, students are able to

- Examine key concepts, frameworks and theories for understanding organizational change, change management and change communication
- Analyze and evaluate practices and processes of communication through which change is made sense of and managed in organizations
- Act as change agents by preparing, justifying and carrying out effective communication strategies for different contexts of organizational change

Content: This course is based on the assumption that change is the normal condition of organizational life and that an effective communication system is the key to successful change management in all organizations. It is designed to provide students with conceptual frameworks and practical tools they need to manage and communicate organizational and strategic change and to excel as change agents. The course focuses specifically on what the managers need to know about the processes and practices of communication through which top-down initiated change projects and emergent change processes can be managed and coordinated in organizations. Topics covered in the course include e.g. types of organizational change; resistance to change; change management models; and communication approaches and strategies for managing change.

Assessment Methods and Criteria: 100% assignments

Study Material: A package of readings specified by the teacher.

Substitutes for Courses: [Master's Program in Corporate Communication: The course on Managing Corporate Communication (75E00100) is not available anymore. Instead students take the course on Change Management and Communication (77E27000).]

Evaluation: 0-5

Registration for Courses: via WebOodi

Language of Instruction: English

Further Information: Priority list:

1. CC/MIB students
2. CC/MIB minor students
3. Other BIZ students
4. Other Aalto students

Attendance at the first lecture is mandatory.

77E28000 Corporate Responsibility Communication (6 cr)

Responsible teacher: Johanna Moisander

Status of the Course: Sc program in Management and International Business, elective course; MSc program in Corporate Communication, elective course CEMS course

Level of the Course: Advanced studies

Teaching period: Period III (2018-2019),
Period III (2019-2020), Otaniemi campus

Workload: Class meetings 20h

Learning assignments 140h

Total 160h

Learning Outcomes: After completing the course, students will be able to:

- Identify and analyze the narrative and rhetorical strategies that organizations use in their sustainability reporting and CSR communication
- Carry out stakeholder analysis for sustainability reporting and CSR communication.
- Create audience-centered communication initiatives and strategies for sustainability and CSR management.

Content: Corporate Responsibility Communication provides students with knowledge and capabilities that sustainability managers and CSR communication specialists need to analyze and respond to changing stakeholder expectations about corporate responsibility, accountability, transparency, and responsiveness. The course offers conceptual tools, analytical techniques, and best practices for (1) managing stakeholder engagement as a communicative process, and (2) developing effective sustainability and CSR communication initiatives and strategies for diverse organizations. Topics covered include sustainability and CSR reporting; stakeholder engagement; stakeholder analysis; corporate accountability, corporate ethics programs; and stakeholder trust, etc.

Assessment Methods and Criteria: 100% Learning assignments

Study Material: 1. A package of readings specified by the instructor.

2. Ihlen, Øyvind, Bartlett, Jennifer, & May, Steve. (2011). The Handbook of Communication and Corporate Social Responsibility. Chichester: John Wiley & Sons. [Availability](#)

Evaluation: 0-5

Registration for Courses: via WebOodi

Further Information:

Priority list for selection of students: 1. MIB/CS students, 2. MIB/CS minor students, 3. CEMS students; 4. Other BIZ students, 5. Other Aalto students

Max 50 students

Please note that the course starts with an online learning module. For more information see MyCourses.

77E00200 Strategy Communication (6 cr)

Responsible teacher: Pekka Pälli

Status of the Course: Master's Program in Management and International Business, elective studies
Master's Program in Corporate Communication, elective studies

Level of the Course: Advanced studies

Teaching period: Period II, (2018-2019), Töölö campus

Period II, (2019-2020), Otaniemi campus

Workload: Contact teaching 24h

Course project 86h

Independent work 50h

Learning Outcomes: After completing the course, students

- know the theoretical principles of organizational strategy work upon which effective strategy communication is based on
- understand strategy communication as a means of stakeholder dialogue and engagement
- know how to interpret, communicate, and negotiate strategy content and objectives
- have acquired knowledge and skills to analyze and plan strategy communication

Content: The course explores the communication practices through which organizational strategies are developed and implemented. Adopting a practice-based view on strategy making, the course views strategy communication as integral part of strategic management. The course covers the topics of communicating and interpreting strategy, facilitating strategy dialogue, and participation in collaborative strategy work from a stakeholder perspective.

Assessment Methods and Criteria: 100% learning assignments

Study Material: Articles indicated in the syllabus.

Substitutes for Courses: Replaces course 71E00200 Communication in strategy work

Evaluation: 0-5

Registration for Courses: via WebOodi

Language of Instruction: English

Further Information: The course is restricted to 50 students (including quotas for students from the Open University and Joo-studies).

Priority list: 1. MIB/Strategy/Global Management/CS/IDBM, 2. MIB minor students, 3. Other BIZ students, 4. Other Aalto students. Students must confirm their registration by participating in the first class session.

75E15000 Investor Relations (6 cr)

Responsible teacher: Marja-Liisa Kuronen

Status of the Course: Master's Program in Corporate Communication: Elective
Minor in Corporate Communication; Elective

Master's Programme in Management and International Business: Elective
Minor in Management and International Business: Elective

Level of the Course: Advanced studies

Teaching period: I (2018-2019) Töölö Campus NO TEACHING 2019-2020

Workload: 1. Lectures 28 h

2. Orientation to Investor Relations: Reaction paper 35 h

3. Preparation for the lectures (reading articles and writing Exit Slips) 25 h

4. Assignments; team work 30 h

5. Reflective essay 42 h

Learning Outcomes:

Knowledge; Students understand

- investor relations from the global perspective, and simultaneously, as a function based on local and international laws and regulations
- communication in the financial markets from the point of view of all participants: shareholders, investors, analysts, employees, media and other stakeholders
- investor relations as a trans-disciplinary research area (accounting, finance, strategic leadership and management, communication and marketing)
- investor relations as a specialized, strategic area of corporate communication and corporate finance, and as the responsibility of CEO, CFO and IRO
- investor relations as a special area of communications competence and profession

Skills; Student is able to

- assess the possibilities of the IR function and executives to influence the value of a public listed company
- critically assess earlier research, and competently apply appropriate research methods in analyses
- analyze investor relations and communicate in the IR context
- assess issues related to ethics and accountability in the global context
- work as a target-oriented and responsible member of a team
- write an IR related academic reaction paper based on research in various disciplines, and reflective essay based all course materials and discussions.

Content:

The course focuses on the

- value creation of public listed companies at the financial markets, and the role of IR function in the process
- operations of the IR function during the fiscal year
- communication at the quarterly turning points during the fiscal year
- communication tools needed to manage stakeholder relations, e.g. financial press releases and reports.

All topics will be discussed in class, based on a variety of research articles in such areas as strategic leadership, shareholder value creation, regulation, strategic and other changes in companies, IR genres, as well as corporate governance and corporate social responsibility. The course introduces IR as a multidimensional profession at the interface of the pressure of regulation of disclosures on the one hand, and managing impressions and reputation on the other hand. The practices involved in the IR profession will be illustrated by cases, team work and visiting lecturers.

Assessment Methods and Criteria: 1. Reaction paper on a selection of articles as an orientation to the course in the second week of lectures (20%)

2. Class contribution (20%): preparedness for class, contribution to class activities, and writing Exit Slips (4 out of 5 required)

3. Individual and team-based assignments (25%)

4. Individual reflection essay based on the articles read, and all lectures and discussion in class (35%) The final grade will be based on the quality of both individual and team-based work.

Study Material: Package of readings, including the articles of the orientation paper

Substitutes for Courses: The course substitutes the course Sijoittajasuhteet 75E14000

Course Homepage: <https://mycourses.aalto.fi/course/search.php?search=75E15000>

Prerequisites: Basic knowledge of accounting and/or finance advances learning, but no course on the subject is required

Evaluation: 0 (fail) - 5 (excellent)

Registration for Courses: via WebOodi

Language of Instruction: English

Further Information:

Max 40 students can be accepted to the course.

Priority is given to students in MSc Corporate Communication, MSc in Corporate Communication Minor, and MIB Major and Minor.

Mandatory attendance on the first week's lessons. Students are required full commitment to do all course work, including team assignments and possible visits outside class.

77E18000 Organizational Communication (6 cr)

Responsible teacher: Pekka Pälli

Status of the Course: Master's Program in Management and International Business, elective studies
Master's Program in Corporate Communication, elective studies

Level of the Course: Advanced studies

Teaching period: Period I, (2018-2019), Töölö campus

Period I, (2019-2020), Otaniemi campus

Workload: Contact teaching 24h

Assignments 136h

Learning Outcomes: After completing the course, students:

- understand the role of communication in organizational processes
- know the general principles and practices of effective organizational communication
- understand the role of communication in leading and managing people at work
- are able to demonstrate knowledge and skills in planning, implementation and analyzing of organizational communication
- are able to reflect on their own performance in organizational and leadership communication situations

Content: Introducing the basic concepts, terminology, and models of organizational communication in different contexts, the course focuses on the communication function and behavior in organizations and explores their relationship to other management functions. The course draws on the socio-constructionist theories of organizational communication. The course is designed to help students develop their management and leadership capabilities by improving their interpersonal and communication skills. Topics covered include manager-employee communication, interactional skills in communication, productive organizational dialogue, and team leadership.

Assessment Methods and Criteria: 100% learning assignments

Study Material: Articles indicated in the syllabus.

Substitutes for Courses: Replaces course 75E18000 Organizational Communication and Leadership

Evaluation: 0-5

Registration for Courses: via WebOodi

Language of Instruction: English

Further Information: The course is restricted to 50 students (including quotas for students from the Open University and Joo-studies).

Priority list: 1. MIB/Strategy/Global Management/CS/IDBM, 2. MIB minor students, 3. Other BIZ students, 4. Other Aalto students. Students must confirm their registration by participating in the first class session.

77E21000 Intercultural Communication (6 cr)

Responsible teacher: Anne Kankaanranta

Status of the Course: elective, Master's Program in Management and International Business
elective, Master's program in Corporate Communication CEMS course

Level of the Course: Advanced studies

Teaching period: Period IV (2018-2019), Otaniemi campus
Period IV (2019-2010), Otaniemi campus

Workload: Contact teaching 24h
Individual and team work 136h

Learning Outcomes: Students demonstrate knowledge of

- major approaches to and recent research into intercultural communication
- such key notions as 'culture', 'language' and 'identity' and how their different conceptualizations may impact research and practice
- the effects of the global operating environment with its multilingual and multicultural challenges on communication practice

Students demonstrate skills in

- analysing corporate situations with a combination of communicative, cultural, and managerial perspectives
- addressing cultural diversity and multilingualism in both corporate and interpersonal communication
- culturally intelligent attitude and behavior

Content: The course focuses on the effects of the global operating environment on communication practice in general and multilingual and multicultural challenges in particular.

Assessment Methods and Criteria: Contribution in class 15%
Individual and team assignments 85%

Study Material: Indicated or provided by the instructor.

Substitutes for Courses: Corporate Communication in Global Contexts 75E21000

Evaluation: 0-5

Registration for Courses: via WebOodi

Language of Instruction: English

Further Information: 1. MIB/CS/IDBM, CEMS students 2. MIB/CS/IDBM minor students 3. Other BIZ students (incl. exchange students) 4. Other Aalto students

The first session is mandatory.

Max. number of students 50 (incl. JOO students)