

## **COMMUNICATION AND INFORMATION MANAGEMENT TECHNIQUES**

**COURSE:** SECOND

**SEMESTER:** SECOND

**TYPE:** OBLIGATORY

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**PROFESSOR:** [DRA. RAQUEL CRISÓSTOMO](#)

### **OBJECTIVES:**

This subject offers the students the theoretical fundamentals of communication and informational systems, focusing on the aspects that put together an effective communication in organizations. Its purpose consists on giving the students the knowledge to apply these aspects in different types of speeches, both theoretical and practical, the student will acquire the ability to communicate efficiently in presentations, reunions, negotiations and other professional relations.

Besides oral and written communication techniques, the students will learn how to analyze data and group it adequately in order to obtain summaries, conclusions and projections, how to communicate in business organizations, planning strategic communication and learning how to search for, analyze, assess and synthesize information.

The student also will learn how to structure, present and defend arguments, always based on the values of multiculturalism and the international landscape: respect, equality, solidarity and commitment.

### **COMPETENCES:**

#### **BASIC**

- **CB3** – Capacity to gather and interpret relevant data (normally inside of their study area) to issue judgements that include reflections over important social, scientific and ethical topics.

- **CB4** – Capacity of transmitting information, ideas, problems and solutions to a specialized or not specialized public.

#### **GENERAL**

- **CG5** – Developing a high communicative capacity in English, orally and written.
- **CG6** – Seeking and exploiting new informational resources and applying quantitative criteria and qualitative aspects in the decision-making process.

#### **TRANSVERSAL**

- **CT4** – Showing abilities to professional practice in multidisciplinary and complex environments, in coordination with networking work groups, whether it is in person or virtually, using Information and Communications Technologies.
- **CT6** – Using various forms of communication, orally, written or audiovisual means, in their mother and foreign tongues, with a high level of correct usage, form and content.

#### **SPECIFIC**

- **CE4** – Knowing the principal sources of economic statistic and business information, national and internationally; analyzing and using them in decision-making processes in international business.
- **CE10** – Managing any activity and taking decisions in different functional areas of an international organization.
- **CE12** – Adapting the various communication and negotiation techniques based on the interlocutor and defining a clear objective to communicate or negotiate.

#### **LEARNING OUTCOMES:**

- **R1** – The students will be able to correctly search, analyze, value and summarize information from different sources.

- **R2** – The students will be able to correctly structure an oral and written speech as well as speaking in public adequately.
- **R3** – The students will be capable of elaborating electronic presentations using different programs.
- **R4** – The students will be able to adequately frame the communication strategy of a company.
- **R5** – The students will be able to plan, design and elaborate spreadsheet templates.
- **R6** – The students will be able to analyze and present the obtained results with spreadsheets.
- **R7** – The students will be capable of using analysis and data management tools.
- **R8** – The students will be capable of working with dynamic tables as well as automating tasks with macros.
- **R9** – The students will be able to extract and manipulate information from database.
- **R10** – The students will be able to use ICT in general and specifically in technological fields of the professional ambit.

## **CONTENT:**

### **1. Introduction to theories and abilities of communication**

- Concept of communication
- Elements of communication
- Abilities of communication
- Styles of communication
- Errors and barriers in communication

### **2. How to apply the abilities of communication**

- Public speaking abilities
- Customer service abilities
- Interview making
- Teamwork. How to communicate

- Negotiation

### **3. Communication and information in organizations**

- Theories of organizational communication
- Types of organizational communication

### **4. Internal communication in organizations**

- Internal communication in the organization
- Types of internal communication
- Internal communication tools
- Content of internal communication
- Advantages of internal communication

### **5. Elaboration of a communication plan**

- Objectives of communication plan
- Programming the communication plan
- Phases of a communication plan
- The person responsible of internal communication

### **6. Conflict management**

- Phases and management
- Procedures and examples

### **7. Persuasion**

- The informative-persuasive spectrum
- Types of persuasive speech
- How to build persuasive arguments
- The ethic persuasion
- Paradigmatic examples

### **8. Leadership**

- Types of leadership
- Leadership apply to the international business
- Paradigmatic examples

### **EVALUATION SYSTEM:**

There will be two individual midterms that will have a value each one of 25% of the final mark; 50% remaining grade will be on the work in group; the follow-up of the exercises and of the student; the oral exhibition of the work in group; and an individual activity.

The only that can be recovered in the period of complementary exams are the two midterms. These two midterms are not accumulative. The grade of the midterms must be a five out of ten or more in order to do calculate the average with the rest of activities of evaluation. It is indispensable to assist to the two midterms, deliver the work in group and make the presentation.

The professor will have in mind the progression and continuous evaluation of the student.

The day and hour for the complementary period will be on **8th June**.

<b>Evaluation system</b>	<b>Percentages</b>
Midterm 1	25
Midterm 2	25
Continuated register of the classroom activities	10
Final Project in group	20
Oral exposition of the final Project in group	10
Evaluable individual activity	10

### **METHODOLOGY:**

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours

of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic.

**1. Oral presentations (group activity):**

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations to explain the final project must be done in the same groups of work. If a member is missing that day, this means a zero grade for that member. If the absence is justified, the student will get the same grade that the rest of his/her partners. But in any case the participation can be recovered another day. Any presentation material (powerpoint, prezi, etc.) needs to be uploaded on May 10<sup>th</sup> before midnight to the moodle platform. Oral presentations will be on May 11<sup>th</sup> and 16<sup>th</sup>.

**2. Final work (group activity):**

The students will be required to develop a media plan applied to the promotion of a product or a brand. There's no a specific extension required. Mandatory parts of this work will be the application of each one of the tools learned during the subject (there can be other extra points that the student consider necessary). The dateline will be on May 9th by midnight.

**3. Midterm 1 (individual activity):**

Short questions and long questions about the first part of the course. The exam will be on March 23<sup>th</sup>. Review for the exam will be done on previous session. The midterm is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
- 2nd part: 10 short questions (maximum punctuation: 3 points).
- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

**4. Midterm 2 (individual activity):** Short questions and long questions about the second part of the course. The exam will be on May 23th. Review for the exam will be done on previous session. The exam is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
- 2nd part: 10 short questions (maximum punctuation: 3 points).
- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

#### **5. Follow-up of the activities (individual/group activity):**

The participation is required in all classes. Different activities will be done in class, but in order to evaluate the participation, the student has to complete 5 specific evaluable exercises on moodle platform (each one a 2% of the final grade). These exercises can be related or not to the final work, to the individual activity and or to the theoretical content of the subject. These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform at the dateline.

#### **6. Individual activity:**

The objective of the individual activity is to read the papers of the subject and to do a summarizing and critique of the best methods and inconveniences of applying these learned techniques to different examples.

Delivery of the individual activity will be on May 2nd.

#### **BIBLIOGRAPHY:**

- [Available at ESERP online library] - Lomenick, B. and Burnett, M. (2015) *H3 Leadership. Be Humble. Stay Hungry. Always Hustle*, Thomas Nelson.
- [Available at ESERP online library] - Klikauer, T (2008), *Management Communication. Communicative Ethics and Action*, Palgrave Macmillan.
- [Available at ESERP online library] - Muñoz, K. and Torrubia Zaurín, J. (2013) *¿Cómo me han podido convencer? - How did I get talked into this? Social and cultural dimensions of persuasion*. Oberta UOC Publishing.