

COMMUNICATION AND INFORMATION MANAGEMENT TECHNIQUES

COURSE: SECOND

SEMESTER: SECOND

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: [BRUNO WIGET](#)

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, evaluate, 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 incl. Ethics & Culture

- 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

8. Propaganda

- Differences between Propaganda and Standard Communication

ASSESSMENT AND EVALUATING (SCORING) SYSTEM:

- Exam 40 % Mandatory; Recoverable (complementary) CB3, CB4, CT4, CT6, R1, R3, R2, R4, R5, R6
 - Final group work ¹ 25% - CB3, CB4, CT4, CT6, R1, R3, R2, R4, R5, R6
 - Group activities 15% - CB3, CB4, CT4, CT6, R1, R3, R2, R4, R5, R6
 - Individual activities 10% - CB3, CB4, CT4, CT6, R1, R3, R2, R4, R5, R6
 - Participation in Class 5 % - CB3, CB4, CT4, CT6, R1, R3, R2, R4, R5, R6

In order to take the Exam, the student must have COMPLETED ALL TASKS (1 Practice: Living case incl. mini cases, 2. Practice: individual task and 3: Practice; Team work). If not, the student has the possibility to participate in the complementary exam. The teacher will take into account the progression in continuous evaluation of the student. **Exam a minimum of 40 point is needed** to be counted for the average final grade.

To pass the course the student needs an AVERAGE of 50 points or a higher on the above mentioned tasks, the additional Final Exam included. If this is not the case, the student has the possibility to participate in the complementary exam.

¹ Written paper represents 40% and public presentation 40%. Q & A session 20 %

Any student who has more than 20% unexcused absences will be automatically be excluded from the Final Exam and will be sent to the complementary exam.

Information: Complementary exam

Please note: as well for the complementary exam, the student must have COMPLETED ALL TASKS (1 Practice: Living case incl. mini cases, 2. Practice: Individual task and 3: Practice; Team work). If the student has to participate in the complementary exam, the content of this exam will be a summary of the entire course.

VERY IMPORTANT:

If the Department of Health and the Ministry of Education, would take new decisions, the whole course is organized in a way that we could go further without any problem.

METHODOLOGY:

During the sessions, the profesor will share the contents through diverse learning methodologies. Students will also develop individual and group activities experimenting and reflecting on the process. Students will develop a group work (fictitious company) to deliver at the end of the course. They will share feedback with the profersor during the work's development process.

Additionally, it is recommended that learners dedicate several time of individual work, in order to consolidate and enhance the knowledge with the references and personal research.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

PRATICES / ACTIVITIES:

Personal and independent work	Evaluation	Competences	Form / Condition	Time / Dedication
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<p>Practice 1 (Team / mandatory)</p> <p>Ongoing “living case”, that at the end, will be the final Team-Work!</p> <ol style="list-style-type: none"> 1. Create Teams (max. 5-6 members) 2. Choose Teamleader 3. “Develop a fictitious 	<p>30 %</p>	<p>CB3, CB4, CG5, CG6</p> <p>Further on, implementing step by step: CT4, CT6, R1, R3, R2, R4, R5, R6</p>	<p>Teamwork</p> <p>Final work as a document (handout) and Team – Presentation (PowerPoint or similar)</p> <p>Delivery:</p>	<p>10</p>
<p>company”</p> <ol style="list-style-type: none"> 4. Choose a product or product line (Grocery wholesale) 5. Implement the “new” knowledge to your work (during the whole course) 6. Final presentation 			<p>Mandatory, due to schedule</p> <p>Unrecoverable</p>	
<p>Mini Cases (part of the final Living Case)</p>	<p>Participation and development of activities in class, delivered by the student on campus and developed exclusively in the sessions of class, with a value of 5%</p>	<p>CB3, CB4, CG5, CG6</p> <p>Further on, implementing step by step: CT4, CT6, R1, R3, R2, R4, R5, R6</p>	<p>Teamwork</p> <p>Final work as a document (handout) and Team – Presentation (PowerPoint or similar)</p> <p>Delivery:</p> <p>Mandatory, due to schedule</p> <p>Unrecoverable</p>	<p>10</p>

Practice 2 (individual/mandatory): “TO BE DECIDED” Choose an idea and analyze the Marketing and Sales Tools you would use for the idea	10 %	CB3, CB4, CG5, CG6, CT4, CT6, R1, R3, R2, R4, R5, R6	Individual PDF document Delivery: Mandatory , due to schedule Unrecoverable	10
Practice 3 (Team / mandatory) Choose a product, product line or brand (not grocery wholesale)	15 %	CB3, CB4, CG5, CG6, CT4, CT6, R1, R3, R2, R4, R5, R6	Team PDF document Delivery: Mandatory , due to schedule Unrecoverable	10
Analyze it concerning to: - TO BE DECIDED				
Exam	40 %	CB3, CB4, CG5, CG6, CT4, CT6, R1, R3, R2, R4, R5, R6	Individual To pass the course the students needs and AVERAGE of 40 points or a higher on the exams. If this is nos the case, the student has the possibility to participate in the complementary exam if has completed all four tasks	20
Hours in classes				30
Total hours calculated				90

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.