

Curso Académico: 2022/23

## 143261 - Comunicación Empresarial

### Información del programa

**Titulación:** 14302 - Grado en Lenguas Modernas y Gestión

**Curso académico:** 2022/23

**Asignatura:** 143261 - Comunicación Empresarial

**Periodo impartición:** Primer semestre

**Curso:** 4

**Tipo:** Obligatoria

**Créditos ECTS:** 6.0

### Justificación

This subject provides students with up to date practices, techniques and tools to successfully communicate within the internal and external sides of organizations. Students will strengthen their individual skills in terms of communication as well to understand their role as part of the group and their teamwork skills precisely through better communication skills.

This subject contributes to the academic profile of the degree in putting to practice their English Skills for business communication internal and external to the given organization. It is one of the management subjects of the degree, and its content can be applied by students with the rest of languages they are advanced in.

### Prerrequisitos

This course follows the C1 of the CEFR, as stated in the general program of the degree. Previous knowledge of the material is not necessary. However, undertaking this subject requires knowledge on basic theories of company organisation and marketing.

### Competencias de la asignatura

**G.C.26. Teamwork. Second level of mastery:** Contributing to the consolidation and development of the team, fostering communication, balanced distribution of work, good team atmosphere and cohesion

Learning outcomes:

- \* Helping to decide and apply the team's work processes
- \* Acting constructively to resolve team conflicts
- \* Helping to bring the group together through way of communicating and interacting
- \* Furthering the social importance of the activity undertaken by the group.

**SC3:** Demonstrate proficiency in English and excellent written English. This competence addresses effective communication in a second language.

INDICATORS

- 1) Understanding the main ideas from different types of texts and degrees of complexity.
- 2) Being able to express fluently and spontaneously and selecting the most appropriate terms and expressions in the context of the type of communication in question.
- 3) Producing clear and well-structured texts of varying complexity and length and showing proper use of the language structure

Learning outcomes:

- \* Make clear and convincing presentations, and the use non-verbal language as suitable for the speech / occasion
- \* Use appropriate language to convey the contents, both oral and written
- \* The structure of writing helps understanding of the reader
- \* Capture interest of the receiver
- \* Includes tables and graphs as appropriate to the content and the receiver. \* Relate various elements (data, opinions, etc.) to reach conclusions.
- \* Answer the questions confidently and concisely

**SC7:** Describe and execute the processes of communication within a company applying communication strategies and the necessary supports available. This competence includes the use internal and external communication within a company and the use of the pertinent communication tools.

**INDICATORS:**

- \* Analysing the characteristics, elements and results of the internal and external communication
- \* Using the different supports available and means of communication in order to execute effective communication within the company.
- \* Applying native and foreign language in the writing and presentation of business documentation
- \* Managing the flow of information entering and leaving the company and within the company also.
- \* Ability to distribute, process and save the information in the different existing means of support.
- \* Applying communication skills in interpersonal relationships both with clients and working companions

**Learning outcomes:**

- \* Manage the incoming and outgoing information of the company
- \* Use the appropriate format for each type of communication.
- \* Use appropriate vocabulary considering the receiver of the document and their purpose
- \* Control the correct use of the file
- \* Coordinate the process of institutional communication.
- \* Apply communication strategies in both the external and the internal environment

**Contenidos**

The main contents of this course are the following ones organized per units:

**UNIT 1: UNDERSTANDING COMMUNICATION**

- \* Purpose, Situation and Process
- \* Authenticity
- \* Communication Styles and Attitudes to Communication
- \* Perceptual Preferences
- \* Barriers to Communication

**UNIT 2: PRACTICAL COMMUNICATION**

- \* Audience
- \* Message
- \* Channels / methods

**UNIT 3 : TOOLS AT THE SERVICE OF COMMUNICATION**

- \* Electronic Messages, Netiquette
- \* Business and Professional Meetings
- \* Social Media and blogs
- \* Over the phone/skype/whatsapp voice&video communication
- \* Online Meetings and Conferences
- \* Virtual Reality
- \* Oral versus written: Face-to-Face Communication

**UNIT 4 : COMMUNICATING WITH THE MEDIA**

- \* Media Attention
- \* Research and Data backup
- \* Crisis Management

**UNIT 5: EFFECTIVE BUSINESS COMMUNICATION TO POSITION YOURSELF AND YOUR ORGANIZATION**

- \* Research
- \* Modulate - strategies for success
- \* Communicate: neat presentations, networking
- \* International communication and the Global Marketplace

**Estrategia de enseñanza-aprendizaje, sistema de evaluación y documentación**

**DOCENTE/S:** **Ion Muñoa Errasti**

**GRUPO:** **100 - Inglés**

**ESTRATEGIA DE ENSEÑANZA-APRENDIZAJE**

In accordance with the 6 ECTS assigned, the dedication required by the students in order to follow the course correctly and fulfil its requirements are 150 hours, distributed according to the following estimated work times:

\* Work in the classroom (46 hours)

\* Work outside the classroom (104 hours)

In class activities:

\* Lecturer's explanations and contextualized guidelines and examples

\* Reading and critical analysis of texts

\* Hands on exercises in the classroom, Role playing

\* Class discussion and group sharing and exchange of experiences

\* Assessing and discussing case studies

\* Guest experts, presentation and debate

\* Preparing reports

\* Project presentations

Outside the classroom:

\* Reading and study time

\* Research for additional information

\* Use of digital archives, libraries and bibliographic databases accessible on the network

\* Exam and preparation of presentations

Teaching and learning activities total hours, within classroom and outside:

Teacher's presenting, transferring knowledge on key concepts based on bibliography and practical cases. In class 26 hours.

Individual reading and study by the student on key theory: outside 24hours.

Collective discussion on concepts the professor presents in class bringing them down to practical applications: in class 8hours.

Team work to deepen into the concepts, absorb them and be able to use them practically for their case studies: in class 8, outside 64 in total 72

The methodology is based on a learning strategy where the student plays the main role, as an autonomous and significant figure, hence the methodology includes:

1. Generating an experiential context, namely:

\* Link learning with the experience of each student.

\* Place the reality of tourism in the personal and professional context of the student and their prior knowledge about the subject.

2. Enabling reflective observation, ie

\* Open your eyes to perceive the reality of tourism in the current social reality

\* Questioning by reflecting the considerations that this observation in terms of ideas, objects, goals, experiences, content or conduct, it really means.

3. Facilitating the conceptualization, namely:

\* Deepen into the theoretical positions on the tourism phenomenon.

4. Encouraging active experimentation, namely:

\* Link theory and practice.

5. Establishing Personal evaluation mechanisms, and continuous training (summative).

The course is run by an active approach in which priority is given to learning through activities and meaningful tasks. These activities take place in the classroom interacting with the teacher and other students, as well as outside the classroom, personally and independently.

Although favouring practical activities, the methodology also considers the conceptual aspects of the subject necessary for the proper interpretation and analysis of other activities. To do this, the teacher will present the basic concepts that students need to know through maps, presentations, audio- visual materials ...

Among others, the students carry out the following activities:

\* Reading and analysing documents

\* Analysing web sites, blogs, social media, PR plans

\* Watching TED talks

\* Using Canva, Animated videos

\* Analysing virtual reality solutions

## SISTEMA DE EVALUACIÓN

### Ordinary Call

The development and successful acquirement of the general and specific competences of the course will be evaluated by the following procedures:

General Competences: (20% of the mark): evaluated by the final exam (10%) and by the continuous evaluation (10%) through the elaboration of reports as teams where the identification of principal ideas and concepts will be evaluated, as well

as the Use of English, the implemented communication strategy and delivery to present the reports.  
Specific Competences: (80%): evaluated by the final exam (30%) by the case study reports (30%) by activities and participation (10%) and by individual exercises executed through the semester (10%).

Task Specific Competence 3. Specific Competence 7 Generic Competence 26

Individual Exercises 5% (SC3) 5% (SC7)

Group work: Case study analysis in 2 reports 15% (SC3) 15% (SC7) 10%(GC26)

Activities and participation in class 5% (SC3) 5% (SC7)

Final Exam 15% (SC3) 15% (SC7) 10% (GC26)

### Extraordinary evaluation

All competences will be evaluated via an exam, students are required, without exception, to sit and pass a final exam to be able to pass the subject.

### Student repeating a year (s):

Students under these circumstances are required to prepare and submit a report as instructed by the lecturer that cannot have been analysed in class neither by the professors nor by any of the students previous years.

Additionally, students are required, without exception, to sit and pass a final exam to be able to pass the subject. General and specific competences will be evaluated following the same patterns as for first time students, as explained above.

### Plagiarism

Any fraudulent activity (plagiarism, cheating in exams etc.) or oversight of the assessment system will be penalized according to the norms laid out in the Reglamento de Estudiantes.

### Conditions

Submitting work late implies a 30% penalty.

Any fraudulent activity or fraud in the evaluation system, entails the loss of the right to the evaluation

## DOCUMENTACIÓN

Alred, Gerald J., Charles T. Brusaw, and Walter Oliu. (2000). The Business Writer's Handbook. 6th ed. New York: St. Martin's.

Chen, R. R., Davison, R. M., & Ou, C. X. (2016). Using Social Media for Business Communication: A Symbolic Interaction Perspective. Association for Information Systems. University of Ulster.

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Global Public Relations Text 100 (2009) "Media Prominence - A Leading Indicator of Brand Value," 2009

<https://es.slideshare.net/SergeBeckers/mediaprominence>

Guffey, Mary Ellen & Loewy Dana, (2013): The Essentials of business Communications ( 9TH Edition). Australia: South-Western College Publishing ISBN-13: 978-1-133-56224-5 or ISBN-10: 1-133-56224-8.

Lehman, C. M., DuFrene, D. D., (2013), BCOM4. South-Western Cengage Learning.

Locker, Kitty O. (2000). Business and Administrative Communication. 5th ed. Boston: Irwin McGraw Hill.

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Torossian, Ronn, (2011): For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations. Texas: Benbella Books, INC.

University of Minnesota. (2015). Business Communication for Success. Minneapolis, MN.

Villanueva, J., Yoo, S., and Hanssens, D., (2008): "The Impact of Marketing-Induced Versus Word-of-Mouth Customer Acquisition on Customer Equity Growth, Journal of Marketing Research, Vol. XLV (February 2008), p.58.

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Attending class does not count as participating in class, participating means actively and suitably being part of the discussion. It is compulsory to sit and pass the final exam to be able to pass the subject. The minimum grade in both in the written exam and the practical case should be 5/10.

#### **Extraordinary evaluation**

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