

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027

GENERAL INFORMATION

Data of the subject	
Subject name	Strategic Communication Skills: Organizational Management & Planning
Subject code	E000009182
Main program	Bachelor's Degree in Global Communication
Involved programs	Grado en Relaciones Internacionales y Grado en Comun. Internal. - Bachelor in Global Communication [Fourth year] Grado en Traducción e Interpretación y Grado en Comun. Internal. - Bachelor in Global Communication [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial

Teacher Information	
Teacher	
Name	Carlos Antonio Alonso-Pérez Ortega
Department	Departamento de Gestión Empresarial
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DESCRIPTION OF THE SUBJECT

Contextualization of the subject
Prerequisites
There are no formal pre-requisites

Course contents

Contents
What is an organisation?
Organisations
Organisational design
Organisational culture
Planning and control
Planning processes
Strategy and strategic management



Control processes
Change management
Why communication is important?
Individuals
Motivation
How communication is performed?
Groups
Groups dynamics

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
5 mid-term tests (multiple choice format) Final exam (essay format)	- Understands and relates essential ideas of the subject - Knows and applies different theories, models and tools in solving practical problems - Uses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework	50
Individual / group monographs	- Uses diverse, relevant and complete sources of information in Spanish and a foreign language - Understands the bibliographic material and use it to create coherent arguments - Expresses in writing with precision and correction - Speaks with ease, fluency and clarity - Shows openness to criticism and review of his/her own ideas	15
Individual /group presentations	- Expresses in writing with precision and correction - Speaks with ease, fluency and clarity	15



Active participation	• Speaks with fluency, clarity and conviction • Presents his/her opinions in a reasoned and synthetic way • Shows openness to criticism and review of their own ideas • Shows interest and curiosity about the topics discussed, beyond the qualification • Evaluates his/her own work and that of others • Recognises and values cultural and human diversity without falling into ethnocentric perspectives	20
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Grading

IMPORTANT CLARIFICATIONS about the evaluation

For the purposes of the normal development of the work sessions in the classroom, the teaching team of this subject values that the student maintains an active attitude of listening and participation, which keeps him/her connected with the reflections that is developed around the subject in the class. In this sense, the use of electronic devices outside of the moments reserved for them in the context of the class will be considered negatively.

- The incurrance of a serious academic fault, such as plagiarism of previously published materials or copying in your exam or other evaluated activity, may lead to the opening of a sanctioning file and the loss of two calls.
- The improper use of ChatGPT or another IAG will be considered a serious offense, according to the General Regulations of the University, art. 168.2.e: "carrying out actions tending to falsify or defraud the academic performance evaluation systems." The consequences of this will be "temporary expulsion of up to three months or the prohibition to take the exam in the next call to the imposition of the sanction, in one or several subjects of which the student is enrolled, [...] apart from assuming the grade of suspense (0) in the respective subject, [...] [and] the prohibition to take the exam in that subject in the following call".

For these purposes, improper use means the use of technology to carry out any exam or work for which it has not been explicitly authorized by the professor. In the latter circumstance, a statement must be included warning of its use and the specific ways in which it has been used.

- To pass the subject in ordinary call, the student must pass each of the activities that are part of the final grade of the subject. The exercises that are not delivered under the exact conditions of place, date and time scheduled for each year, and communicated at the beginning of the course / semester in the schedule of the subject will not be taken into account.
- It is mandatory to attend all sessions of directed work. Students who do not attend any of these classes will obtain a grade of "0" (zero) in the group work corresponding to said class.
- Those students who have obtained an exemption from schooling must confront only the "exam" activity (SE1), and their final grade in the subject will be 100% formed by the qualification in that activity.

EVALUATION IN EXTRAORDINARY CALL OF JULY:

1. Students who have not passed the exam in ordinary session must attend it.
Once this examination has been completed, the established weightings will be applied as a general evaluation rule.
2. Students who do not pass any of the other elements that make up the assessment of the subject must attend it. These students, in addition to examining all the subject matter, must perform a series of complementary practices defined by the teacher.



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NOTE: Regarding the use of generative artificial intelligence tools, their misuse will be considered a serious offense, according to the General Regulations of the University, art. 168.2.e.

BIBLIOGRAPHY AND RESOURCES

Basic References

Basic bibliography

Stephen P. Robbins & Mary A. Coulter (2020): Management Pearson Education Limited, 15th edition

Gareth R. Jones, Jennifer M. George (2012). Understanding and Managing Organizational Behavior Pearson Education Limited, Sixth edition

Additional bibliography

Katherine Miller (2011). Organizational Communication: Approaches and Processes. Wadsworth CENGAGE Learning, Sixth edition

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download"

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