

**COURSE TECHNICAL SHEET**

<b>COURSE DATA</b>	
<b>Name</b>	<b>Communication and Information Management</b>
<b>Code</b>	<b>E000008121</b>
<b>Degree</b>	<b>Business Management and Administration</b>
<b>Year</b>	<b>First</b>
<b>Semester</b>	<b>First and second</b>
<b>ECTS credits</b>	<b>6</b>
<b>Nature</b>	<b>Mandatory (basic qualification)</b>
<b>Department</b>	<b>Business Management</b>
<b>Area</b>	<b>Human Resources</b>
<b>University</b>	<b>Comillas Pontifical University</b>
<b>Description</b>	The goal of this subject is threefold. On one hand, strengthening and consolidating the written communication skills of the students (in both traditional and digital support). Secondly, facilitating the acquisition of basic skills in information management, necessary both for following their studies properly and for their future professional performance. Finally, providing the students precise knowledge on the professional use of a spreadsheet.

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## SPECIFIC SUBJECT INFORMATION

<b>Subject contextualization</b>
<b>Contribution of the degree towards job profile</b>
<p>This subject is taught during the first year of the degree and provides basic training within the Business Administration Department in the Human Resources Area.</p> <p>Professional Skills is divided in two independent parts, which are taught in the first and second semesters respectively</p> <p>PART I: Search and management of information and Written communication (1<sup>st</sup> semester);</p> <p>PART II: The ICTS applied to the enterprise (2<sup>nd</sup> semester).</p> <p>The subject is instrumental in providing students basic tools and skills in order to perform efficiently any oral or written communication task in both the academic and professional spheres. It is also fundamental in order for the students to be able to manage the information, bibliographical resources and spreadsheets necessary to perform study and research tasks in all the other subjects included in the degree.</p> <p>Therefore, its contribution is the development of the student's ability to write professional texts, locate and manage information sources and use the ICTs efficiently, both in an academic and professional context.</p>
<b>Pre-requisites</b>

## GOALS

### Skills – Goals

#### General Skills (CG) of the degree-course and Learning Results (RA)

##### **CG4 Ability to manage information coming from diverse sources**

RA1 Exploring Internet to search and manage information, texts and data.

RA2 Using different basic information sources appropriately for the same subject (bibliographic and documental resources), navigating through both a traditional and electronic library easily.

RA3 Evaluating the value and utility of different sources and types of information.

##### **CG6 Oral and written communication in own language**

RA1 Elaborating conveniently structured and ordered documents.

RA2 Talking with precision and using correct grammar and spelling.

RA3 Talking fluently and clearly in a comprehensive way in public.

##### **CG8 Computer knowledge related to field of study**

RA1 Managing academic documentation through the resources portal of the university and scientific databases.

RA2 Using text and slides processing programs to present work, reports and presentations in order to illustrate and clarify arguments.

RA3 Using computer tools proficiently for generating documents (charts, tables, etc.) to self-organize and solve professional problems.

##### **CG9 Interpersonal abilities: listen, argument and debate**

RA1 Listening carefully to the ideas and opinions from others, taking them into account.

RA2 Being able to expose and argument their opinion in a reasoned, synthetic and persuasive way.

RA3 Managing the influence of emotions in the communicative domain.

##### **CG17 Creating and transmitting ideas, projects, reports, solutions and problems**

RA1 Applying knowledge from the discipline to the production of reports, memoirs, projects and all kinds of literature in the academic domain.

**Specific Skills (CE) for the area-subject PART I. COMMUNICATION**

**CE1.-** Developing the ability to write technical reports based on an efficient use of computer programs and databases which are specific for the resolution of accounting and financial problems.

1. Writing and presenting an academic scientific text and managing the appropriate bibliography and references.

**Specific Skills (CE) for the area-subject PART II. THE ICTS APPLIED TO THE ENTERPRISE**

**CE1.-** Developing the ability to write technical reports based on an efficient use of computer programs and databases which are specific for the resolution of accounting and financial problems.

2. Solve economic and accounting scenarios using Excel Spreadsheets from Microsoft Office at a professional level.

**THEMATIC BLOCKS AND CONTENTS**

**Contents – Thematic Modules Part I. COMMUNICATION**

**MÓDULO 1. Searching, retrieving and managing information**

Topic 1: Basics of searching, retrieving and managing information

- 1.1 Evaluating information.
- 1.2 The ethical dimension of referencing: Plagiarism.
- 1.3 Examples of plagiarism detection: Turnitin.

Topic 2: Information sources and search techniques. Traditional and electronic(online) libraries.

- 2.1 General purpose search engines and their use.
- 2.2 Academic search engines and their use: Google Scholar, Dialnet, SciELO, Redaly.org.
- 2.2 Preparing the reference section of an academic essay and the APA referencing style.
- 2.3 Using a reference manager.

**MÓDULO 2. Essentials of effective communication**

Topic 1. Essentials of effective communication

- 1.1 Introduction: A pragmatic approach to communication.
- 1.2 Cost-effective communication.
- 1.3 Direct language.

Topic 2. Writing techniques: rhetoric on paper and digital rhetoric

- 2.1 Techniques for activation/production.
- 2.2 Organizing the essay: Structure and argument.
- 2.3 Constructing sentences and paragraphs.
- 2.4 Choosing the right words and vocabulary.

Topic 3. Creating a professional discourse.

- 3.1 Planning: Topic, title and context.
- 3.2 Information cards: “How-to” research.
- 3.3 Spiraling conceptual maps: Idea generation.
- 3.4 Scripts for writing: Order and structure.
- 3.5 Corrections: The draft.
- 3.6 The final document.

Topic 4. Professional writing in organizations: the e-mail

- 4.1 The proper use of e-mail as a communication tool in academic and professional settings.

**Contents – Thematic Modules Part II. The ICTs applied to the enterprise**

Topic 1: Introduction of the main tools

1.1 Description of the working environment. 1.2 Generalities
<b>Topic 2: Data organization</b>
2.1 Data types. 2.2 Data access and manipulation.
<b>Topic 3. Functions</b>
3.1 Elementary functions. 3.2 Advanced functions.
<b>Topic 4. Data visualization</b>
4.1 2D charts. 4.2 3D charts. 4.3 Printing.
<b>Topic 5. Data management</b>
5.1 Data search and classification. 5.2 Data filtering.
<b>Topic 6. Debugging</b>
6.1 Error detection. 6.2 Error correction.

## TEACHING METHODOLOGY

<b>General methodological aspects. PART I. COMMUNICATION</b>	
<p>The main goal of the first part of the Professional Skills course (Communication) is to equip the student with skills to develop academic and professional reports of high quality. To this end, in-class practices and exercises, as well as individual work of students will take place. The class format is that of a writing workshop. Exercises, readings and lectures will progress gradually and continually until students can produce adequate high quality writings. The search and management of the bibliography will take place both in-class as well as out of class, in electronic and traditional libraries.</p>	
<b>In-class methodology: Activities</b>	<b>Skills</b>
<b>AF 1. Directed Reading.</b> Reading and analysis of relevant texts to evaluate reading comprehension individually or as a team.	CG6 - Oral and written communication in own language.
<b>AF 2. Interactive lectures.</b> Clarification of relevant theoretical aspects with the active and collaborative participation of the students, who bring their doubts to the classroom after reading and understanding the theory. It will include dynamic presentations and as well as spontaneous participation of students through various activities.	CG6 - Oral and written communication in own language. CG4 - Ability to manage information coming from diverse sources.
<b>AF 3. Analysis and solutions of cases and exercises proposed by the teacher,</b> based on a brief reading, a material prepared for the occasion, or any other type of data or information that allows a practical approach for developing the planned skills. Some cases will require students to prepare before class.	CG6 - Oral and written communication in own language. CG17 - Creating and transmitting ideas, projects, reports, solutions and problems.
<b>AF 4. Scenarios for searching information</b> traditionally and online in paper-based and electronic sources. Introducing students to physical and electronic libraries and to the syntax of bibliographic search.	CG4 - Ability to manage information coming from diverse sources. CG8 - Computer knowledge related to field of study.
<b>AF 5. Exercises of critical evaluation</b> of sources and texts. Evaluation of the relevance and pertinence of bibliographic sources and student work, assessing correctness and effectiveness of writing. Use of evaluation templates and participation in co-evaluation activities.	CG4 - Ability to manage information coming from diverse sources.
<b>Out-of-class methodology: Activities</b>	<b>Skills</b>
<b>AF 7. Individual study and work</b> that students do to understand, digest and remember class content for its later application in professional contexts and throughout their career. Individual search and reading of documents (books, journals, articles, press articles, online publications, reports etc.) related with the subject matter.	CG4 - Ability to manage information coming from diverse sources.
<b>AF 9. Preparation,</b> planning and writing texts, solving exercises and writing the final essay.	CG6 - Oral and written communication in own language.

<p><b>AF 10. Citation exercises</b> for the correct referencing of documents. Use of reference management software.</p>	<p>CG6 - Oral and written communication in own language. CG4 - Ability to manage information coming from diverse sources.</p>
<p><b>AF 12. Practical exercises of text organization and paragraph and sentence construction related to text type and format.</b> Vocabulary enhancement (using dictionaries), detection and correction of errors and correcting wrong paragraphs.</p>	<p>CG6 - Oral and written communication in own language.</p>

General methodological aspects. PART II. ICTs applied to the enterprise	
<p>The main goal of the second part of the Professional Skills course (ICTs applied to the enterprise) is to train the student in the professional usage of computer tools such as the Excel Spreadsheet, allowing it to acquire the skills needed to manage those tools proficiently and efficiently.</p>	
In-class methodology: Activities	Skills
<p><b>AF 14. Expositive practical sessions.</b> The first minutes of each class to place the contents of the lesson in the general framework of the course, relating it to previous sessions. The objective of the lesson is outlined (what does it serve for?), moving on to explaining the essential theoretical concepts that are going to be used and the practical results obtained from the exercise that will be developed through the rest of the class.</p>	<p>CG8 Computer knowledge related to field of study</p>
<p><b>AF 15. Guided work.</b> Some activities of the practical laboratories are guided by the professor step by step, showing explicitly the procedure until its completion.</p>	<p>CG6 - Oral and written communication in own language. CG8 - Computer knowledge related to field of study CG9 - Interpersonal abilities: listen, argument and debate CG17 - Creating and transmitting ideas, projects, reports, solutions and problems. CE01 - Developing the ability to write technical reports based on an efficient use of computer programs and data bases which are specific for the resolution of accounting and financial problems.</p>
<p><b>AF 16. Directed work.</b> Other activities from the practical laboratories are explained by the professor, showing the final results and giving the student freedom to research the best way to achieve it during the class. The professor will provide individual assistance to the students who ask for it.</p>	<p>CG6 - Oral and written communication in own language. CG8 - Computer knowledge related to field of study. CG9 - Interpersonal abilities: listen, argument and debate CG17 - Creating and transmitting ideas, projects, reports, solutions and problems. CE01 - Developing the ability to write technical reports based on an efficient use of computer programs and data bases which are specific for the resolution of accounting and financial problems.</p>
<p><b>AF 17. Usage of the Resources Portal.</b> Practical laboratories are uploaded to the Resources Portal. The student downloads them for using them during the corresponding session.</p>	<p>CG4 - Ability to manage information coming from diverse sources. CG8 - Computer knowledge related to field of study.</p>
Out-of-class methodology: Activities	Skills



<p><b>AF 18. Individual study and work</b> that the student needs to do in order to understand and interiorize the contents of the course with a view to possible applications in the framework of its career.</p>	<p>CG4 - Ability to manage information coming from diverse sources. CG17 - Creating and transmitting ideas, projects, reports, solutions and problems.</p>
<p><b>AF 19. Usage of the Resources Portal.</b> The materials for this course will be available online for the student through the Resources Portal.</p>	<p>CG4 - Ability to manage information coming from diverse sources.</p>

## EVALUATION AND GRADING CRITERIA

Students must pass both parts of the subject (Communication and ICTs) in order to get a final grade, which will be the average of both grades.

If students fail one of the parts, there will be no average and the final grade will be the grade obtained in the failed part.

If students pass one of the parts, they will be able to maintain that grade until the extraordinary July exam of that academic year. Students in this situation will only take the exam corresponding to the failed part in that particular year.

### PART I. COMMUNICATION

Evaluation activities	Criteria	Weight
<b>Continuous evaluation:</b> Students will be quizzed twice during the duration of this class, during the scheduled lectures. One quiz will be related to materials in module 1, and another to those in module 2. The 2 tests will have 40 questions in total and will represent 40% of the final grade. Students should pass these tests because they will count towards the final grade.	Practical application of the class content.	<b>40%</b>
<b>Delivery of a sample table of contents, abstract and bibliography of the final essay:</b> Students will have to apply the criteria studied in class for writing an abstract, table of contents and bibliography for the final essay.	Practical application of the class content.	<b>10%</b>
<b>Final exam:</b> Writing an academic essay (15 pages of content) in groups of three, through which the students will demonstrate that they have acquired all the expected skills. The final essay will be handed in on the day of the exam, in Moodle, through a <i>Turnitin</i> exercise for plagiarism detection.	Reading comprehension and interpersonal skills. Presentation skills and logical thinking skills.	<b>50%</b>

### EXTRAORDINARY EXAM IN JULY:

- a) **Students who have failed the exam during the ordinary evaluation period** will have the opportunity to retake the exam on the day scheduled for the extraordinary exam by writing a second individual essay of about 1500 words, on a topic chosen by the teacher who will give a minimum bibliography.

In particular, the essay will be evaluated taking into account the format, the application of the APA citation style, the content, the structure of the speech and the writing style. All the above criteria must be positively evaluated for the essay to be considered approved.

- b) **Students exempt from schooling, those repeating an academic year, exchange students and students participating in internships approved by the head of studies** will need to contact their professor at the beginning of the academic year to communicate their situation and it will be their

responsibility to obtain the information necessary to pass this course, which is:

- Instructions for the final essay to be submitted on a given date.
- Presenting a series of practical exercises and delivering them on the dates set by the professor.

## PART II. THE ICTS APPLIED TO THE ENTERPRISE

Evaluation system includes two exams and other activities/procedures to verify acquired competences.

Evaluation activities	CRITERIA	WEIGHT
Class Participation and work (PA)	- Collaboration - Behaviour - Attendance	10%
Class Tests: (TC)	- Concept proficiency - Delivery	15%
Individual Work (TI)	- Concept proficiency - Structure - Coherence	25%
Final Exam (ExFin) <sup>1</sup>	- Concept proficiency - Structure - Coherence	50%
Extraordinary Exam (ExExt) <sup>2</sup> The final grade at the extraordinary call will be obtained through the following formula: $\text{ExExt} = 10\%PA + 25\%TI + 65\%ExExt$		

## SUMMARY OF WORK PLAN

### PART I. COMMUNICATION

In-class and homework activities	Development date	Delivery date
Exercises for searching for references in databases	Week 2	Week 2
Exercises for evaluating references	Week 3	Week 3
Team work: APA style referencing – In-class correction	Week 4	Week 4
QUIZ 1 – (individual) 20% of final grade	Week 5	Week 5
Sending the professor an e-mail to inform about the choice of the essay topic (team activity)	Week 5	
Exercises for practicing sentence structure I	Week 5	Week 5
Exercises for practicing sentence structure II	Week 6	Week 6
Exercises for practicing paragraph structure I	Week 7	Week 7
Exercises for practicing paragraph structure II	Week 8	Week 8

<sup>1</sup> In order to pass the course, the grade of this exam must be 5 or above. If the student does not pass it, the final grade of the ordinary call will be the grade of this exam.

<sup>2</sup> In order to pass the course in the extraordinary call, the grade of this exam must be 5 or above.

Exercises for practicing paragraph structure III	Week 9	Week 9
QUIZ 2 – (individual) 20% of final grade		
Exercises for practicing essay writing I	Week 10	Week 10
Sending an e-mail to inform of the table of contents, abstract and partial bibliography of the essay (team activity) – 10% of final grade		Week 10
Exercises for practicing essay writing II	Week 11	Week 11
Exercises for practicing essay writing III	Week 13	Week 13
Team workshop to write the introduction and conclusion of the essay	Week 14	Week 14
Research essay (final version)		Week 15

## PART II. THE ICTS APPLIED TO THE ENTERPRISE

On-class and homework activities	Development date	Delivery date
Laboratories, programmed following the contents development and planned at the course chronogram.	During class time.	
Exercises, programmed following the contents development and planned at the course chronogram.	Weekly	Following chronogram
Midterm exam, evaluating the application of knowledge acquired through the course	Following chronogram	During class time
Final exam, evaluating the application of knowledge acquired through the course	Last week of the course	During class time
Extraordinary Exam, evaluating the application of knowledge acquired through the course Done by students that have not been able to pass the subject during the course	Date and time defined by the Head of Studies	

SUMMARY OF THE WORKING HOURS FOR THE STUDENT			
IN-CLASS HOURS			
Theory classes	Practical classes	Academically directed activities	Evaluation
7h	42h	3h	8h
OUT-OF-CLASS HOURS			
Autonomous work over theoretical contents	Autonomous work over practical contents	Development of collaborative projects	Studying
13h	60h	7h	10h
ECTS CREDITS:			6

## RESOURCES AND BIBLIOGRAPHY

### PART I. COMMUNICATION

Basic Bibliography
<p>Cassany, D. (1995). <i>La cocina de la escritura</i>. Barcelona: Anagrama.</p> <p>Cassany, D. (2006). <i>Tras las líneas. Sobre la lectura contemporánea</i>. Barcelona: Anagrama.</p> <p>Cassany, D. (2007). <i>Afilas el lapicero. Guía de redacción para profesionales</i>. Barcelona: Anagrama.</p> <p>Cassany, D. (2012). <i>En-línea. Leer y escribir en la red</i>. Barcelona: Anagrama.</p> <p>Fuentes Rodríguez, C. (2011). <i>Guía práctica de escritura y redacción</i>. Madrid: Espasa Libros.</p> <p>Gómez Torrego, L. (2012). <i>Gramática fácil de la Lengua española. Resuelve todas tus dudas</i>. S.L.U.: Espasa Libros.</p> <p>Millán, J. A. (1998). <i>De redes y saberes. Cultura y educación en las nuevas tecnologías</i>. Santillana: Madrid.</p> <p>Queneau, R. de (2004). <i>Ejercicios de estilo</i>. Madrid: Cátedra.</p> <p>Tascón, M. (Dir.) (2012). <i>Escribir en Internet. Guía para los nuevos medios y las redes sociales</i>. Barcelona: Galaxia Gutenberg.</p>
<p><b>Web pages</b></p> <p><a href="http://www.jamillan.es">www.jamillan.es</a></p> <p><a href="http://www.cervantesvirtual.es">www.cervantesvirtual.es</a></p> <p><a href="http://www.rae.es">www.rae.es</a></p>

## PART II. THE ICTS APPLIED TO THE ENTERPRISE

Basic Bibliography
Textbooks
<p>López, F. (2009). <i>Excel 2007 básico</i>. Madrid: Ed. Starbook.</p> <p>Medioactive. (2009). <i>Aprender Excel 2007 con Ejercicios Prácticos</i>. Barcelona: Ed. Marcombo.</p> <p>Pérez, C. (2008). <i>Domine Excel 2007</i>. Madrid: Ed. Ra-ma.</p>
Web pages
<p><a href="http://office.microsoft.com/es-es/excel">http://office.microsoft.com/es-es/excel</a></p>
Other materials
<p><b>Help and procedures of Microsoft Excel</b></p> <p><b>Office Online Help</b></p> <p><b>Resources Portal</b></p> <p>The teaching platform that Comillas Pontifical University makes available to professors and students will be used as a supporting tool for the course. At the platform, the course contents are divided in three main sections:</p> <p><b>Theory Module:</b> This section includes the lessons in which the course is divided. Each lesson has the laboratories that will be done in class, the practical exercises which have to be done as homework by the students and, in some cases, other additional complementary material for the lesson.</p> <p><b>Additional Exercises Module:</b> as the course keeps going, exercises for different lessons and taught techniques are added. Sometimes, these exercises are used so that the students solve them during the classes.</p> <p><b>Interesting Links Module:</b> this module includes certain direct links URL's so the students can visit them.</p>
Additional Bibliography
Textbooks

Web pages

[www.ayudaexcel.com](http://www.ayudaexcel.com)