

GENERAL INFORMATION

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

Teacher Information	
Teacher	
Name	Santiago José Urío Rodríguez
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
Learning
Job design
How communication is performed?
Groups
Groups dynamics

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final written test	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	10
Individual /group presentations	<ul style="list-style-type: none">• Expresses in writing with precision and correction• Speaks with ease, fluency and clarity	10
	<ul style="list-style-type: none">• Speaks with fluency, clarity and conviction• Presents his/her opinions in a reasoned and synthetic way	



Active participation	<ul style="list-style-type: none">• 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	15
Practical exercises / Problem resolution	<ul style="list-style-type: none">• Actively participate in group work sharing information and knowledge• Make decisions and solve practical problems using the theoretical foundation• Uses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework	15

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.
- 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.

BIBLIOGRAPHY AND RESOURCES

Basic References



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2021 - 2022

Basic bibliography

Stephen P. Robbins & Mary A. Coulter (2017): Management Pearson Education Limited, 14th 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

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