

Communication in Organisations

Code: 101846
ECTS Credits: 6

Degree	Type	Year	Semester
2502501 Prevention and Integral Safety and Security	FB	2	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

This subject does not have any pre-requirements

Objectives and Contextualisation

Organizations linked to security and emergencies have their own communicative needs and differentiated characteristics from those of any other organism. These organizations, whether public or private, need to project their image, whether due to obligations deriving from the legislation (for example, in the field of Civil Protection), or to enjoy a good reputation and consolidate its brand as a reference.

Students of the Degree in Prevention and Comprehensive Security, as future professionals who will be part of or will have an interlocution with these organizations, must have knowledge related to the functioning of the communication systems of a company, administration or other body, especially those linked to the world of security and emergencies. Communication is a transversal reality that affects and reaches all elements of an organization, by simple or complex whatever.

Communicating strategically is a must. How to communicate, who and through what tools, the role of social networks or the media in the communicative strategy of an institution or company are elements to know from a prevention and security professional .

You also need to know the mechanisms to communicate communicatively a crisis, how to detect it and manage it so that the negative effects on the reputation of any organization are controlled. This subject offers an overview on the communication of the organizations and specific of the communication of the organizations related to the security and emergencies. The student will be able to obtain the necessary basic knowledge about the subject focused on the professional practice.

TRAINING OBJECTIVES

Achieve basic knowledge about the reality of the communication of organizations in the current environment, especially of organizations linked to security and emergencies. Understanding the information mechanisms of the media and how they interact with public and private organizations. Understand the media landscape of our environment. Understand the structure, mechanisms and channels of internal and external communication of an organization. Analyze communicative skills and gain sufficient knowledge to communicate effectively in the role of spokesman. To know the functioning of the social networks applied to the world of communication of organizations linked to security and emergencies.

Competences

- Be able to adapt to unexpected situations.
- Communicate information , ideas, problems and solutions to both specialised and non-specialised publics.
- Formulate commercial strategies in the security sector.
- Generate innovative and competitive proposals in research and in professional activity developing curiosity and creativity.
- Identify, manage and resolve conflicts.
- Maintain a positive attitude with respect to professional and personal growth.
- Show respect for diversity and the plurality of ideas, people and situations.
- Use the capacity for analysis and synthesis to solve problems.
- Work in institutional and interprofessional networks.

Learning Outcomes

1. Apply basic communication and forms of analysis of public behaviour and marketing strategies for the prevention and integral security sector.
2. Apply the different concepts involved in the internal and external communication of an organisation.
3. Be able to adapt to unexpected situations.
4. Generate innovative and competitive proposals in research and in professional activity developing curiosity and creativity.
5. Identify, manage and resolve conflicts.
6. Maintain a positive attitude with respect to professional and personal growth.
7. Show respect for diversity and the plurality of ideas, people and situations.
8. Use the capacity for analysis and synthesis to solve problems.
9. Work in institutional and interprofessional networks.

Content

UNIT 1.- THE COMMUNICATIVE PROCESS AND ITS ACTORS

UNIT 2.- TYPE AND OPERATION OF THE MEDIA: relation with the Private organizations and with the Administration. Spanish and Catalan media panorama

UNIT 3.- SOCIAL NETWORKS

UNIT 4.- CORPORATE COMMUNICATION: institutional strategies. Publicity, propaganda, marketing and multiple channels

UNIT 5.- CRISIS COMMUNICATION: preparation, detection and management. Case study

UNIT 6.- THE COMMUNICATION OF SECURITY AND EMERGENCIES: singularities and adaptation to the new one Paradigm Case study

UNIT 7.- THE CONSTRUCTION OF THE MESSAGE. TECHNIQUES FOR SPEAKING IN PUBLIC: characteristics of the story and the message. The role of the spokesman. Abilities to be a good spokesperson, analysis of the strengths, weaknesses and potentialities of an individual as a spokesperson. Training and video recording

Methodology

This syllabus gives a great and necessary role to the self-learning of the student. However, this does not exclude the survival of a percentage of targeted activities that would take shape from a class-level classroom with ICT support and inclusion of large-group debate and another in problem-solving classroom practices.

The student in the grade has, as mentioned before, the requirement of self-learning.

This is concretised and achieved in the autonomous activities that would be the following:

- resolution of cases in a group where the student will approach the problems of the specialty and will act in accordance with the guidelines that will be found habitually in their work life
- personal study in order to find the necessary consolidation of knowledge in order to pass the subject

In the supervised activities, the student, as a member of a group, will have to prepare a subject that will then be presented in class, with the advice and advice of the teacher.

In these activities the student will acquire the following competences: CT11, CE3 and CE7

Finally, the student will be evaluated, this being a summary of the marks obtained in theoretical / practical tests, in the continuous evaluation and in the group presentations in the classroom.

Tutorials with the teaching staff will be arranged by email

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes with ICT support and active student participation.	44	1.76	3, 2, 1, 4, 5, 6, 7, 9, 8
Type: Supervised			
Tutorials to support the realization of practical and theoretical work.	12	0.48	3, 2, 1, 4, 5, 6, 7, 9, 8
Type: Autonomous			
Realization, exhibition and discussion of exercises and case studies individually and / or in groups and individual and / or group work	94	3.76	3, 2, 1, 4, 5, 6, 7, 9, 8

Assessment

In case of not passing the subject in accordance with the aforementioned criteria (continuous assessment), you can do a recovery test on the scheduled date in the schedule, and that will cover all the contents of the program.

To participate in the recovery students must have been previously evaluated in a set of activities, the weight of which is equivalent to a minimum of two thirds of the total grade of the subject. However, the qualification that will appear on the student's file is of a maximum of 5-Approved.

Students who need to change an evaluation date must submit the application by filling in the document that will be found in the EPSI Tutorials moodle.

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with the current academic regulations, "in the event that the student conducts any irregularity that may lead to a significant variation of the rating of an assessment act, this evaluation act will be evaluated with a 0, regardless of the disciplinary process that can be instructed. In the event that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject will be 0".

Tests / exams may be written and / or oral at the discretion of the teaching staff.

Repeating students

The repeating students will perform the same types of tests as the rest of the students.

Both theoretical-practicals and the delivery of exercises.

Enviar comentarios

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Theoretical exercises / specific practices on the formation of spokespersons	30%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Active participation in the classroom	10%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Delivery of exercises and participation in the forum	10%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Theoretical tests / written and / or oral practices on the syllabus of the subject matter	50%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8

Bibliography

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