

**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.

**Contact**

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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 classes assigned in the calendar as internships (Saturday / Wednesday), attendance is mandatory because, due to the nature of the activities, the active participation of students is required. For any exception, it is necessary to present the document accrediting the impossibility of attending class, notifying it, by e-mail, to the teacher and with a copy to academic coordination, for evaluation.

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Evaluation	4	0.16	3, 2, 1, 4, 5, 6, 7, 9, 8
Master classes with ICT support and active student participation.	40	1.6	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

The evaluation of the subject is divided into 4 items. Active participation in the classroom (10%), delivery of Exercises and practices (40%) and a final test of Continuous Assessment, oral and / or written, scheduled in the schedule.

In the Moodle classroom the specific instructions about the Exercises and practices were posted.

#### Re-evaluation

In case of not passing the subject according to the aforementioned criteria (continuous evaluation), a recovery test may be done on the date scheduled in the schedule, and it will cover the entire contents of the program. To participate in the recovery the students must have been previously evaluated in a set of activities, the weight of which equals a minimum of two thirds of the total grade of the subject. However, the qualification that will consist of the student's file is a maximum of 5-Approved.

Students who need to change an evaluation date must submit the request by filling in the document that you will find in the moodle space of Tutorial EPSI.

#### Plagiarism

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation act, it will be graded with a 0 This evaluation act, regardless of the disciplinary process that can be instructed In case of various irregularities occur in the evaluation acts of the same subject, the final grade of this subject will be 0 ". The tests / exams may be written and / or oral at the discretion of the teaching staff.

#### Students that retake the course

Regarding those students who have to retake the course, it should be emphasized that the assessment methodology is the same as for other students.

### Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Theoretical exercises / specific communication practices and spokesperson training	40%	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	40%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8

### Bibliography

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- PONT, Carles. Comunicar las emergencias. Actores, protocolos y nuevas tecnologías. Barcelona: Editorial UOC, 2013.
- RODRÍGUEZ, Encarnación. Comunicación de riesgo y estudio de caso. Los polígonos químicos españoles. Barcelona: Editorial UOC, 2016.
- VARIOS AUTORES. Comunicación política en tiempos de coronavirus. Barcelona: UPF-Ideograma, 2020.
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## **Software**

This subject will use the basic software of the Office 365 package.