

Communication in Organisations

Code: 104005
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: spanish (spa)
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, be it due to obligations deriving from the legislation (for example, in the field of Civil Protection), or to enjoy a good reputation and consolidate the Your brand as a reference.

Students of the Degree of 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 of those linked to the world of security and emergencies.

Communication is a transversal reality that affects and reaches all elements of an organization, as simple or complex as it is. Communicating strategically is a must. How to communicate, who and through what tools, the role of social networks or traditional 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 because the negative effects on the reputation of any organization, are controlled. This subject offers an overview on the communication of organizations, communication of crisis and specific communication of organizations linked to security and emergencies. The student will be able to acquire the necessary basic knowledge about the subject focused on professional practice. You will have an overview of how the media and social networks are and operate, how the organizational structure of an organization works and what tools it has. It will also have an overview of the mechanisms for the preparation and management at the communicative level of a crisis, as well as knowing in what way the organizations related to security and emergencies are communicatively organized.

TRAINING OBJECTIVES

Acquire the basic knowledge about the reality of the communication of organizations in the current environment, especially of organizations linked to the security and emergencies.

Understanding the information mechanisms of the media and how they interact with public and private organizations.

Understand the structure, mechanisms and channels of internal and external communication of an organization.

To know the functioning of the social networks applied to the world of communication of organizations linked to security and emergencies.

Understand what is and where crisis communication is based.

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.- OPERATION OF THE MEDIA

UNIT 3.- SOCIAL NETWORKS

UNIT 4.- CORPORATE COMMUNICATION

UNIT 5.- THE COMMUNICATION OF CRISIS

UNIT 6.- EMERGENCY COMMUNICATION

UNIT 7.- THE CONSTRUCTION OF THE MESSAGE. PUBLIC SPEAKING TECHNIQUES

Methodology

This syllabus gives a great and necessary role the student's self-learning. In this sense, it is important to emphasize that the main objective of the video classes is to resolve doubts and comments related to the topic, so it is essential for students to prepare the topics before each session.

However, this does not exclude the survival of a percentage of targeted activities that would be specified in lectures with ICT support and inclusion of discussions and discussion forums and work on TIC support. All this implies that the student will acquire the following competencies: CE9, CE7 and CT9

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

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

- resolution of cases where the student will approach the problems of the specialty and will act in accordance with the norms that will be found habitually in his working life
- personal study in order to look for the necessary consolidation of knowledge to overcome the subject.

In these activities, the student will acquire the following competencies: CT5, CT8, CT10, CE3 and CE7

In supervised activities of the student, you will have to prepare a subject, 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 the object of an evaluation, being this a summary of the notes obtained in the tests of continuous evaluation and the examination. The favorable result in the evaluation involves the acquisition of the following competencies: CT7, CE3 and CE7

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.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Evaluation	4	0.16	3, 2, 1, 4, 5, 6, 7, 9, 8
Videoconference with the active participation of the students	12	0.48	3, 2, 1, 4, 5, 6, 7, 9, 8
Type: Supervised			
Resolution of doubts on subject and practices	24	0.96	3, 2, 1, 4, 5, 6, 7, 9, 8
Type: Autonomous			
Individual study and development of Continuous Assessment Tests PEC 1, 2, 3 & 4	110	4.4	3, 2, 1, 4, 5, 6, 7, 9, 8

Assessment

The final Proof of Continuous Evaluation must be a minimum of 3.5 to add to the notes to the other elements of the continuous evaluation

If you do not pass the subject in accordance with the continuous evaluation, 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 request by filling in the document that will be found in the EPSI Tutorials Moodle space.

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 qualified with a 0, regardless of the disciplinary process that can be instructed. In case 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.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation test continuous PEC 1	15%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Evaluation test continuous PEC 2	15%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Evaluation test continuous PEC 3	15%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Evaluation test continuous PEC 4	15%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8
Final Test of Continuous Evaluation	40%	0	0	3, 2, 1, 4, 5, 6, 7, 9, 8

Bibliography

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- CASTELLS, Manuel. Comunicación y poder. Madrid: Alianza Editorial, 2009.
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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.