



Degree

2503868 Bachelor in Communication in Organizations

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: Spanish
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teaching team

To be determined

Prerequisites

There are no specific prerequisites. It will be adapted to the specific context of communication students.

Objectives and Contextualisation

At the end of the course, the student is expected to have achieved a series of objectives that include the knowledge of the basic concepts and instruments that are commonly used in the context of the business models of communicative companies.

Skills

- That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- That students have the ability to gather and interpret relevant data (normally within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.
- That students develop those learning skills necessary to undertake further studies with a high degree of autonomy.
- To analyze and evaluate the structure of the different types of organizations, the media and the relationship between them.
- To know the structure and functions of the technological, professional and economic context of organizations.
- To manage time properly, being able to plan tasks in the short, medium and long term.
- To work respectfully in accordance with professional ethics.

Learning outcomes

1. To plan and execute projects in the field of business creation.
2. To identify the foundations and key elements for creating a company on communication management.

3. To work autonomously and, based on the knowledge acquired, solve problems and make strategic decisions
4. To explain the functioning of organizations in the context of the general economy.
5. To apply knowledge of business management models to companies related to communication and culture.
6. To deliver the assignments for the subject within the established deadlines and with manifest quality, which implies taking into account individual and group work.
7. To apply ethical concepts to the analysis of communication company models.

Content

1. Analysis of the economic models of the different types of organizations.
2. Foundations for the planning, creation and management of a communicative company. New business strategy and Business Plan.
3. New business management models: External and internal actors.
4. Revenue Analysis. Production management (audiovisual, digital and graphic). Rights management (models, music, images, etc.). Control of expenses.
5. The importance of projecting results.

Methodology

The type of teaching planned for the subject is face-to-face teaching (except for restrictions that may be imposed by the academic or health authorities). To achieve the objectives of the subject, the following teaching methodologies will be used:

1. Lectures with ICT support: In these sessions, teachers will develop the main concepts and fundamental notions of the subject with illustrative business examples, if applicable.
2. Work sessions focused on exercises and practical cases to better understand the different theoretical concepts worked on in the master sessions.
3. Various support activities: With the aim of bringing the student closer to the world of business during the course, it will be recommended that the student search for and read press articles and/or articles from specialized magazines related to the concepts and contents that they work on the subject.
4. Realization, delivery and presentation of activities and/or practical projects developed by students individually or in work groups.
5. Tutorials: The student will have a few hours where the teacher of the subject will be able to help him or her to resolve any doubts that may arise in the study of the subject and in solving problems.

Note: 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.

Training Activities

Title	HOURS	ECTS	LEARNING OUTCOMES
Type: Directed			
Practical sessions	17	0,68	6, 7
Theoretical sessions	33	1,32	1, 2, 4, 5
Type: Supervised			
Tutorial	15	0,6	1, 2, 4, 5
Type: Autonomous			
Study of theoretical concepts, elaboration of exercises and cases	76,5	3,06	3

Assessment

The final (global) grade of the student in the subject will be formed by the weighted average of three grades:

1. Follow-up of the course. The correct follow-up of the course requires regular class attendance and the completion of exercises and/or case studies, group projects and/or activities scheduled during the course for each of the topics. This monitoring will represent 30% of the final grade for the course.
2. Partial exam. In the middle of the course, a non-release partial exam will be carried out based on the contents taught up to that moment. The mark of the partial exam will represent 20% of the final mark of the course.
3. Final exam. The student will be evaluated based on the entire contents of the subject. The mark of this final exam will be 50% of the final mark of the course. It is required to get a minimum of 3 out of 10 in the final exam. Otherwise, this evaluation test will compute a 0 in the average calculation of the student's final grade in the subject.

If this final weighted average (30%-20%-50%) is equal to or greater than 5, the student will pass the course. If this final average is equal to or greater than 3.5 and less than 5, the student will fail the subject with the right to recovery. If this final average is less than 3.5, the student will fail the subject without the right to recovery.

At the end of the course, each teacher will publish the final grades and the day, time and place of their review.

For those students who have the right to recovery, the teacher of the subject will decide the modality of it. The recovery note will only have two possible options: Pass or Fail. If the student obtains a Pass mark, it is considered that he/she has passed the subject with a maximum numerical mark equal to 5. If the student obtains a Non-Pass mark, he/she does not pass the course and the final mark will be equal to the mark obtained before of recovery.

A student can only obtain a "Not Assessable" in the subject as long as he/she has not participated in any of the assessment activities. Therefore, it is considered that a student who takes any evaluation component will no longer be eligible for a "Not Evaluable".

Calendar of evaluation activities

The dates of the different evaluation tests (partial, final and recovery tests, classroom exercises, delivery and presentation of works or projects, ...) will be announced well in advance during the semester. "The programming of the evaluation tests cannot be modified, unless there is an exceptional and duly justified reason why an evaluation act cannot be carried out. In this case, the people responsible for the degrees, after consulting the teaching staff and to the affected student body, they will propose a new program within the corresponding school period." Section 1 of Article 115. Calendar of assessment activities (UAB Academic Regulations).

Recovery Process

"To participate in the recovery process, students must have been previously evaluated in a set of activities that represents a minimum of two thirds of the total grade for the subject or module." Section 3 of Article 112 ter. Recovery (UAB Academic Regulations). The students must have obtained a final average grade for the subject between 3.5 and 4.9.

The recovery consists only of the final recovery (re-take) exam that will include all the subjects developed during the course. The student who attends and passes it will pass the subject with a grade of 5 (apt). Otherwise, she will keep the same final grade that she had before the recovery.

Grade Review Procedure

Coinciding with the final exam, the day and medium in which the grades will be published will be announced. endings. In the same way, the procedure, place, date and time of the review of exams will be informed. in accordance with the regulations of the University.

Irregularities in evaluation acts

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student performs any irregularity that may lead to a significant variation in the grade of an evaluation act, they will be graded with a 0 this act of evaluation, regardless of the disciplinary process that may be instructed. In the event that several irregularities occur in the acts of evaluation of the same subject, the final grade for this subject will be 0". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).

The proposed evaluation may undergo some modification depending on the restrictions on attendance imposed by the academic or health authorities.

Assessment activities

Title	Weighting	Hours	ECTS	LEARNING OUTCOMES
Final exam	50%	2	0,08	1, 2, 4, 5
Partical exam	20%	1,5	0,06	1, 2, 4, 5
Follow-up activities	30%	5	0,2	1, 2, 3, 4, 5, 6, 7

Bibliography

Foundamental

AGUADO, G. (et al.) (2008): Organización y gestión de la empresa informativa. Madrid: Editorial Síntesis

BUSTAMANTE, E. (2004). Comunicación y cultura en la era digital. Industrias, mercados y diversidad en España. Segunda edición. Barcelona: Gedisa.

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NIETO, A. e IGLESIAS, F. (2000): La empresa informativa. Barcelona: Ed. Ariel.

NÚÑEZ, V. (coord.) (2022): La empresa informativa en la era digital. 2ª ed. Madrid: Ed. Centro de Estudios Financieros.

ZAPATA, L. (2016): Industria de la comunicación y economía digital. Barcelona: Editorial UOC.

Complementary

BUENO, E. (2007): Organización de empresas. Estructura, procesos y modelos. 2ª ed. Madrid: Pirámide.

GONZÁLEZ-DOMÍNGUEZ, F.J. (2002): Creación de empresas: Guía para el desarrollo de iniciativas empresariales. Madrid: Pirámide.

PALACIOS, D. (2022): Negocios digitales. Madrid: Pirámide.

URBANO, D. i RODRÍGUEZ, LI. (2010): Guía per a l'elaboració d'un pla d'empresa. Departament de Treball. Generalitat de Catalunya.

The availability in paper or e-book format of this bibliography linked to the subject can be checked at:

<https://www.uab.cat/web/servicio-de-bibliotecas-1345733231312.html>

Software

In principle, the use of sophisticated specific software is not required for this subject.