

Work Placement

Code: 104804
ECTS Credits: 12

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	0

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

Teachers

Ana María Enrique Jimenez

Prerequisites

It is necessary to have passed 50% of the total credits in order to obtain the Bachelor's degree.

At the beginning of the academic year, the Department responsible for this subject will inform the teaching staff who will act as tutors in the Faculty.

Objectives and Contextualisation

To encourage students to complement their theoretical and practical studies with direct contact with companies and institutions, developing tasks closely related to their internal and external communication activities.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Display the ability to lead, negotiate and work in a team.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Value the formal and aesthetic (written, graphic, audiovisual and digital) aspects of information, and of ICT techniques used in depicting information through infographic and documentary systems in organisations' own media (websites).

- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt to situations arising in a new work environment.
2. Adapt to the organisation's information production processes and work routines.
3. Apply learning skills in a professional environment that requires self-reliance for problem-solving.
4. Apply professional standards regarding communication in the placement organisation.
5. Apply professional standards when working on the placement.
6. Apply professional standards when writing the placement report.
7. Carry out communication activities for the placement organisation.
8. Communicate using language that is not sexist or discriminatory.
9. Develop skills that help in adapting to the work environment in a context of technological and organisational change.
10. Generate creative ideas in the workplace.
11. Perform assigned tasks in the placement organisation, organising the work to meet any deadlines set.
12. Prepare all types of messages and documents to be used in the organisation's media, targeting internal and external clients.
13. Prepare communication actions aimed at the internal and external clients of the placement organisation.
14. Prepare press statements, packs and other types of documents to be sent to external journalists.
15. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
16. Propose projects and actions that incorporate the gender perspective.
17. Show respect towards colleagues in the placement organisation, regardless of their race, ideology, gender, etc.
18. Submit a high-quality placement report on time.
19. Work independently to solve problems and take good decisions in the placement workplace, on the basis of the knowledge acquired.

Content

Work placements in companies and public and private institutions.

For more information, please consult the "Practicum" section of the Faculty's website (practicum-1345703985170.html)

Methodology

Job in companies and institutions with agreements.

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: Supervised			
Interships in companies and institutions	300	12	1, 2, 4, 5, 6, 3, 8, 9, 14, 12, 7, 11, 10, 13, 18, 15, 16, 17, 19

Assessment

The evaluation will be carried out, once the stay in the company is over, on the basis of the final report submitted by the student to his/her academic tutor and the evaluation report provided by the organisation. At the beginning or end of the stay, students must have a tutorial with the tutor responsible for this subject. As a measure to improve the teaching follow-up, a reduced monthly report may be requested, which will also have an evaluative nature and purpose, as well as other complementary documents, such as a brief sheet on the data, characteristics and circumstances of the work placement.

In order to pass this subject, a final mark of 5 or more is required.

In order to be assessed, students must use the document models (report, company assessment document, etc.) indicated and/or expressly provided by their practicum academic tutor for each academic year. They must also follow their specific instructions.

As a general rule, the final report and the assessment document signed by the placement company must be submitted to the academic tutor within a maximum of 10 calendar days from the last day of the placement.

Students who do not complete at least 2/3 of the hours established in the agreement, or/and who do not obtain an assessment document from their placement tutor/company, will be considered as not assessable.

This subject, due to its own configuration, is not recoverable.

For further information, students are recommended to consult the "Practicum Regulations" and "Final Practicum Report", available on the Faculty's website.

<https://www.uab.cat/web/estudiar/graus/graus/practicum-1345703985170.html> ([practicum-1345703985170.html](https://www.uab.cat/web/estudiar/graus/graus/practicum-1345703985170.html))

Revision of marks:

The revision of marks is an automatic procedure that begins when the mark is made public (either posted on the notice board next to the lecturer's office or by any other digital or analogue means). From that moment, students have one week to request, by e-mail, a tutorial with the teacher responsible for this subject to analyse the final grade. After one week from the date of publication of a mark, no further requests for revision of the mark will be accepted.

This guide is a general regulatory framework for the practicum, but students should bear in mind that the academic tutors may change each semester and be different for the different enrolment groups. The assignment of tutors for each semester and enrolment group depends on the Departments with assigned teaching, which are responsible for publishing the names of the tutors for students to know. For this reason, as it is diverse and changing, the "teaching team" cannot be included in this annual guide.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Report	100	0	0	1, 2, 4, 5, 6, 3, 8, 9, 14, 12, 7, 11, 10, 13, 18, 15, 16, 17, 19

Bibliography

Without bibliography.

Software

There is no specific software for this course.