

**Protocol**

Code: 104778  
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	3	2

## Contact

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## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## Prerequisites

No specific knowledge is required.

## Objectives and Contextualisation

- Introduce students to the theory and practice of protocol, understood as the set of established rules, formally or not, for social treatment; for diplomatic acts and official ceremonies of all types of organizations (business, university, institutional, political, etc.).
- Introduce students to basic social norms to function naturally in company events and celebrations.
- Introduce students to mastery of communication tools as a image vehicle.
- Introduce students to the rules of official and private protocol and for different types of organizations.

## 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.
- 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.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

## Learning Outcomes

1. Adapt protocol norms to persons of different religions, ethnic groups or cultures.
2. Adapt to new situations in a constantly changing work environment.
3. Analyse a situation and identify its points for improvement.
4. Assess how stereotypes and gender roles impact professional practice.
5. Communicate using language that is not sexist or discriminatory.
6. Communicate with other persons during the organisation and implementation of acts of protocol.
7. Critically analyse the principles, values and procedures that govern the exercise of the profession.
8. Devise and develop event management projects of different kinds and for different types of organisations, taking account of the protocol rules that apply to each organisation and to each type of event.
9. Ensure correct time planning when holding an event on a specific date, taking account of the geographical location, the holiday calendar, service providers' lead times, etc.
10. Generate creative ideas in the workplace.
11. Identify situations in which a change or improvement is needed.
12. Propose projects and actions that incorporate the gender perspective.
13. Show initiative and leadership skills.
14. Use the techniques of protocol and event management to make an impact and gain the emotional attachment of the organisation's specific target audience.
15. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

1. Introduction to protocol, definitions and basic concepts.
2. Institutional, social and business protocol and its application in event management.
3. The text and his presentation in the language of the protocol and institutional relations.
4. The protocol team.
5. Protocol and security.

## Methodology

- The subject will be developed in theory and practice sessions. One third of the on-site class will be developed with the full group and two thirds in seminars with small groups.
- The learning will be based on theory lectures, learning through discussion, readings, case studies, projects and tests. The main goal of this module is to lay the foundation and develop a critical analysis and critical thinking.
- The approach to the subject will be sensitive to incorporate the gender perspective in all possible aspects, from the content to the dynamics of work and student participation. Methodologies that promote gender equality and non-sexist attitudes that facilitate the intervention in the classroom of both -male and female students- will be used.
- On the day of the presentation of the subject, more detailed information on the organization of the sessions will be given, and the virtual campus will be used to upload teaching materials and information for the proper follow-up of the subject.
- In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

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			
Master classes	15	0.6	1, 2, 6, 8, 15
Seminars	33	1.32	1, 2, 6, 13, 10, 8, 9, 15
Type: Supervised			
Tutorials	8	0.32	1, 2, 10, 8, 9, 15
Type: Autonomous			
Autonomous study	42	1.68	1, 2, 6, 13, 10, 8, 9, 15
Research activities	42	1.68	1, 2, 6, 13, 10, 8, 9, 15

## Assessment

This subject doesn't provide for the single assessment system.

The course consists of the following assessment activities:

1. Exam (30% of the final qualification) of the theory contents. This evaluation activity will be recoverable.
2. Two individual practices related to the seminar (20% of the final qualification). This evaluation activity will be recoverable.
3. Fulfilment of a group project (document 15% of the final qualification + oral presentation 15% of the final qualification) within the seminar. At the beginning of the course, the teaching staff will provide guidelines about the project and its evaluations, as well as about calendar and deadlines. The teaching staff are also responsible for follow up and tutorial of students projects. These evaluation activities will not be recoverable. In case that the student doesn't deliver it or doesn't do it at all, the mark will be "not evaluable". Taking into account that there are a continuous evaluation system, if a student is calificated as "not evaluable" on the project, he/she will also be calificated as "not evaluable" on the final grade.
4. Attendance and active participation in the seminar (10% of the final qualification). This evaluation activity will not be recoverable.
5. Complementary activity related to the subject (10% of the final qualification). This evaluation activity will not be recoverable.

The students have to pass the exam, the individual practices and have delivered the group work. If the exam or individual practices are suspended, no average will be made with the rest of the marks, and the final grade for the course will be that of the suspended exam or suspended individual practices. In the event that the student does not appear for the exam, does not deliver the practices and/or does not deliver the group work, the final grade will be "Not evaluable". In the event that the student fails the exam and the two individual practices, the final grade will be the average of these two evaluation activities.

Final mark

Because of this, the result would be:

1. Exam of the theory contents (30% of the final qualification).
2. Two individual practices related to the questions treated in the seminar (20% of the final qualification).
3. Group project: document (15% of the final qualification) + oral presentation (15% of the final qualification).
4. Attendance and active participation in the seminar (10% of the final qualification).
5. Complementary activity related to the subject (10% of the final qualification).

#### Second-chance exam

Students who have submitted the group work, have taken the exam, have delivered the individual practices and don't pass, will be entitled to the recuperation of the subject. As detailed above, group project, attendance and participation in the seminar and complementary activity will be excluded from the possibility of recovery.

The dates of the evaluation and recovery activities will be announced on the day of the presentation of the subject. The information will also be available on the virtual campus.

Evaluation of students enrolling this module for the second time or more

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a single exam. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

#### Plagiarisms

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in the seminar	10%	1	0.04	1, 2, 6, 13, 10, 8, 15
Complementary activity related to the subject	10%	1	0.04	1, 2, 7, 3, 5, 6, 13, 10, 8, 11, 9, 12, 15, 14, 4
Exam theory contents	30%	3	0.12	1, 2, 13, 10, 8, 9, 15
Group project	15%	1.5	0.06	1, 2, 7, 3, 5, 6, 13, 10, 8, 11, 9, 12, 15, 14, 4
Oral presentation (group project)	15%	1.5	0.06	1, 2, 7, 3, 5, 6, 13, 10, 8, 11, 9, 12, 15, 14, 4
Two individual practices related to the seminar	20%	2	0.08	1, 2, 5, 6, 13, 10, 8, 9, 12, 15, 14, 4

## Bibliography

De Dios Orozco, J. (2016). *Protocolo para la organización de actos oficiales y empresariales*. Antequera: IC Editorial.

Fuente, C. (2017). *Protocolo para actos oficiales*. Barcelona: Editorial UOC.

Jiménez-Morales, M. i Panizo, J. M. (2017). *Eventos y protocolo: la gestión estratégica de actos corporativos e*

*institucionales*. Barcelona: Editorial UOC.

Marín, F. (2004). *El protocolo en los actos de empresa: la gestión de eventos corporativos*. Madrid: Editorial Fragua.

Otero, M.T. (2009). *Protocolo y organización de eventos*. Barcelona: Editorial UOC.

Portugal, M.C. (2019). *Libro de estilo del protocolo oficial y las relaciones institucionales*. Barcelona: Editorial UOC.

## **Software**

Office automation systems knowledge.