UAB
Universitat Autònoma de Barcelona

# Work Placement

Code: 104804
ECTS Credits: 12

2024/2025

| Degree | Type | Year |
|---|---|---|
| 2503868 Communication in Organisations | OT | 4 |

## Contact

Name: Juan Jose Perona Paez

Email: juanjose.perona@uab.cat

## Teaching groups languages

You can view this information at the end of this document.

## Prerequisites

The student must have a Personal Social Security Number (NUSS), have enrolled in the course and have passed 60 ECTS in the first year and 120 ECTS in the first three years when applying for the call for applications. It is also necessary for the work placement agreement to be signed by the student, the degree coordination and the company/institution before starting the work placement.

https://www.uab.cat/web/estudiar/graus/graus/informacio-general-1345902978540.html

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 "Práctiques Externes" section of the Faculty's website:
https://www.uab.cat/web/estudiar/graus/graus/informacio-general-1345902978540.html

## Activities and Methodology

| 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 |

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.

## Assessment

## Continous Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---|---|---|---|---|
| Organitation report | 60 | 0 | 0 | 1, 2, 4, 5, 3, 8, 9, 14, 12, 7, 11, 10, 13, 15, 16, 17, 19 |
| Student report | 30 | 0 | 0 | 1, 2, 4, 5, 6, 3, 8, 9, 14, 12, 7, 11, 10, 13, 18, 15, 16, 17, 19 |
| Tutorials | 10 | 0 | 0 | 1, 3, 11, 18 |

At the end of the stay in the organization, the assessment will be carried out.

The assesment of the practical work will be obtained from the marks of three evidences.

1.- The preparation of a report on the practical work carried out. The work placement tutor appointed by the faculty will decide the type of document to be submitted for assessment (30%).

It is advisable to consult the indications published by the faculty on this subject:
https://www.uab.cat/doc/informefinaldepracticum.pdf

2. Assessment report from the tutor of the company or centre where the practical work has been carried out.

(60% of the final mark).

3. Supervisory duties (tutorials) of the practical work tutor appointed by the faculty (10% of the final mark).

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 completeat 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/informacio-general-1345902978540.html
Revision of marks:
The revision of marks is an automaticprocedure 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 enrolmentgroupdepends 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.

## Bibliography

Without bibliography.

## Software

There is no specific software for this course.

## Language list

Information on the teaching languages can be checked on the CONTENTS section of the guide.