

Degree	Type	Year
Communication in Organisations	OB	3

## Contact

Name: Nuria Torras Planas

Email: [nuria.torras@uab.cat](mailto:nuria.torras@uab.cat)

## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

No specific knowledge is required.

## Objectives and Contextualisation

- Introduce students to the theory and practical application of the typology of events and their organisation, management and development for specific audiences.
- Understand why the organisation of an event has become a useful tool to successfully achieve the objectives of the organizations.
- Introduce students to the planning, organisation and management of the different aspects related to the implementation of any type of event.
- Introduce students to the basic terminology related to the organisation of events.
- Introduce students to the tools to organize an event optimizing technical, human, economic and material resources.
- Promote creativity and good ideas to achieve optimal results.

## Competences

- 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.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- 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.

- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Work in compliance with professional codes of conduct.

## Learning Outcomes

1. Adapt to new situations in a constantly changing work environment.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Communicate using language that is not sexist or discriminatory.
4. 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.
5. 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.
6. Generate creative ideas in the workplace.
7. Identify and describe the mechanisms of event construction and the objectives, advantages and specific risks in each case for organisations.
8. Identify situations in which a change or improvement is needed.
9. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
10. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
11. Propose projects and actions that incorporate the gender perspective.
12. Propose viable projects and actions to boost social, economic and environmental benefits.
13. Propose ways to evaluate projects and actions for improving sustainability.
14. Respect the different religions, ethnic groups, cultures, sexual identities, etc., in event management.
15. Show initiative and leadership skills.
16. Use the techniques of protocol and event management to make an impact and gain the emotional attachment of the organisation's specific target audience.
17. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

1. Events management and strategic communication
2. Typology of events
3. Strategic event planning
4. Creativity as a differential aspect
5. Risks management and event evaluation
6. Communication

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	15	0.6	1, 6, 7, 5, 14, 16
Seminars	33	1.32	1, 15, 6, 7, 5, 14, 17, 16

Type: Supervised

Tutorials	8	0.32	1, 6, 7, 5, 14, 16
Type: Autonomous			
Autonomous study	42	1.68	1, 15, 6, 7, 5, 14, 17, 16
Research activities	42	1.68	1, 15, 6, 7, 5, 14, 17, 16

- 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 course content will be sensitive to issues related to gender perspective and the use of inclusive language.
- A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching 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.

## Assessment

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Complementary activity related to the subject	10	1	0.04	1, 3, 15, 6, 4, 7, 8, 10, 11, 14, 17, 16
Exam on the contents of theory	30	3	0.12	1, 6, 7, 5, 14, 16
Group project	15	1.5	0.06	1, 2, 3, 15, 6, 4, 7, 9, 8, 5, 13, 10, 11, 12, 14, 17, 16
Oral presentation (group project)	15	1.5	0.06	1, 2, 3, 15, 6, 4, 7, 9, 8, 5, 13, 10, 11, 12, 14, 17, 16
Seminar active participation	10	1	0.04	1, 15, 6, 7, 14, 17, 16
Two individual practices related to the seminar	20	2	0.08	1, 3, 15, 6, 4, 7, 11, 14, 17, 16

### CONTINUOUS ASSESSMENT

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 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.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

### SINGLE ASSESSMENT

The subject consists of the following evaluation activities:

1. Exam (40% of the final qualification) that will refer to the set of contents worked on. This evaluation activity will be recoverable.
2. Individual practice (30% of the final qualification). This evaluation activity will be recoverable.
3. Individual project (30% of the final qualification). At the beginning of the course, instructions for carrying out the work will be given, along with the evaluation criteria and the calendar.

To pass the subject it is necessary to have passed, with a minimum of 5, the exam, individual practice and individual work. If the exam, practice or work is failed, they will not be averaged with the rest of the grades. The final grade for the subject will be that of the failed exam, the failed individual practice or the failed work. If the student does not take the exam, does not present the practice and/or does not hand in the work, the final

grade will be "Not evaluable". If the student has the exam, the individual practice failed and the work failed, the final grade will be the average of these evaluation activities.

#### Final score

The final grade, as previously detailed, will be the result of:

1. Exam (40% of the final qualification)
2. Individual practice (30% of the final qualification)
3. Individual project (30% of the final qualification)

#### Recovery activities single evaluation

- a) The exam (40%) can only be retaken if the student has obtained a grade lower than 4.9. In that case, the student may choose to recover it with an exam of the same nature.
- b) The individual practice (30%) can only be recovered if the student has obtained a grade lower than 4.9. In this case the student may choose to recover it with a test of the same nature.
- c) The individual project (30%) is an evaluable work that cannot be recovered if it is failed.

The dates of the evaluation and recovery activities will be announced on the day of the subject presentation. 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.

#### CALENDAR

The dates of the assessment and recovery activities will be announced on the day of the course presentation. The information will also be available on the Virtual Campus.

#### PLAGIARISM

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.

#### ARTIFICIAL INTELLIGENCE (AI)

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

### **Bibliography**

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Córdoba, María del Carmen (2021). *Relaciones públicas y organización de eventos de marketing*. Madrid: Ediciones Paraninfo.

Cuadrado, Carmen i Rodríguez, Ruth (2014). *El abc en la organización de eventos*. Madrid: FC Editorial

Jiménez-Morales, Mònika (2007). *Manual de gestió d'esdeveniments: la construcció de la imatge de marca*.

Vic: Eumo Editorial.

Jiménez-Morales, Mònika i Panizo, Julio M. (2017). *Eventos y protocolo: la gestión estratégica de actos corporativos e institucionales*. Barcelona: Editorial UOC.

Nielsen, Dorte and Thurber, Sarah (2018). *Conexiones creativas: la herramienta de las mentes innovadoras*. Barcelona: Editorial GG.

Otero, María Teresa (2017). *¿Cómo se organizan los actos corporativos?* Barcelona: Editorial UOC.

## Software

Office automation systems knowledge.

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	71	Catalan	first semester	afternoon
(PLAB) Practical laboratories	72	Catalan	first semester	afternoon
(TE) Theory	7	Catalan	first semester	afternoon