

Degree	Type	Year
Communication in Organisations	OT	4

Contact

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Teaching groups languages

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

Prerequisites

There are no specific prerequisites. It will be adapted to the 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 knowledge of the basic concepts and instruments commonly used in the organizational and economic context of the firm.

Competences

- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.

Learning Outcomes

1. Describe the fundamentals of organisations' business structures in order to generate original ideas about the context.
2. Explain the functioning of organisations in the context of the general economy.
3. Submit high-quality coursework on time, which requires attention to both individual and group work.
4. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

The course considers the business organization as the central object of study. Its main objective is to contribute to the understanding of how organizations generate value and what are the causes that explain the differences in value generated among them. This course will study the link between the organization and its environment, as well as the importance of knowing how to correctly identify both the internal and external factors of the organization and discover the possible interrelationships between them. The course is clearly intended to show that it is possible to apply some theoretical concepts that are now becoming useful tools for the analysis of organizations.

1. An example to help us to think about the importance of the organization.

2. The organization and its stakeholders.

3. The organization and decision making.

4. The organization as a value generator.

5. A case study: Walmart "the winner".

6. A case study: Kmart "the loser".

7. A case study nearby: ATLL.

8. The output of the organization: products and services.

9. Benchmarking the organization.

10. The accounting representation of the organization.

11. The organization and its financial needs.

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical classes	17	0.68	2, 4
Theoretical classes	32.5	1.3	1, 2
Type: Supervised			
Tutorials	15	0.6	1, 2
Type: Autonomous			
Study of theoretical concepts, elaboration of exercises and cases	83.9	3.36	3, 4

The course seeks to analyze the organizational decisions of the firm in an economic context.

Therefore, it is necessary to

1.Expose the main concepts and theories.

This will be done through lectures and additional readings.

2. Exercises to reinforce the understanding of the concepts.

This will be done through problem solving in the practical classes. Also in these practical classes the active participation of the students is pursued through the search of news published in the general media or specialized in economics or business.

3 Applications to analyze concrete problems of reality.

This will be done through the study of cases and other examples from economic news.

The teaching methodology may undergo some modification depending on the dynamics of the group. The course gives great importance to the presence and active participation of the student.

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
development and presentation	22%	0.35	0.01	1, 2, 3, 4
Final Exam	35%	0.56	0.02	1, 2, 3, 4
Problem resolution	21%	0.34	0.01	1, 2, 3, 4
written work	22%	0.35	0.01	1, 2, 3, 4

The evaluation of the course will consist of:

A final exam. In this exam, the student will be evaluated on the basis of all the contents presented throughout the course. The mark of the final exam will count 35% of the final mark of the course. The remaining 65% will be based on the student's performance in the course.

The course is passed when the final mark is equal to or higher than 5.0 (five).

Evaluation of student performance: A good performance requires: i) class attendance and active participation. Class attendance will be monitored and is expected to be no less than 80%; and (ii) submission of scheduled exercises and activities. The scheduled exercises and activities consist of: (ii.1) problem solving covering some topics of the course; (ii.2) development and presentation in class of material related to the contents of the course; (ii.3) a written paper on a topic directly related to the content of the course. All these aspects (i) class attendance and (ii) the delivery of exercises and the completion of the programmed activities will be supervised during the course and will result in a mark, which will count up to 65% of the final mark of the course.

Those students who do not take the final exam will be considered "no-shows" ("not evaluable").

At the end of the course, the final marks will be published. The final mark for the course is the result of weighting the different aspects subject to evaluation: The weight of the exam is 35% and the weight of the activities the 65%.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average mark of the subject between 3.5 and 4.9.

The re-evaluation will consist of taking another final exam, which will include all the contents developed during the course. The student's performance (activities performed) will not be reevaluated. The re-evaluation consists only of the final re-evaluation exam. As a result of the final re-evaluation exam, the maximum mark for the course will be 5.0 (five).

Mark review procedure

Coinciding with the final exam, the day in which the final marks will be published will be announced. Likewise, the procedure, place, date and time of the exam review will be announced in accordance with the University regulations.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).

The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

The single assessment system for the course is structured as follows: A) 40% - Theoretical Examination: Students must obtain a passing grade (5 out of 10 or higher) in this component in order to pass the course. This is a compulsory requirement. *Please note that the format of this examination differs from that of the continuous assessment model.* B) 30% - Case Study Assessment: Resolution of four applied case studies or communication challenges. C) 30% - Final Project Submission: An analytical study on the management and structure within an organization, based on primary sources. $A (40\%) + B (30\%) + C (30\%) = 100\%$ Final Grade for the Course

In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage. Any assignment containing content generated by AI 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

Zoltan J. Acs and Daniel A. Gerlowski (1996), *Managerial Economics and Organization*. Prentice-Hall Inc (ISBN: 0-02-3002921).

Carmen Galve Górriz, María Pilar Rivero Torre y otros (coords.) (2012). *"Introducción a la economía de la empresa."* Editorial: UNED.

Lucía Alegre Saz, Carmen Berné Manero, Carmen Galve Górriz (2000), *Fundamentos de la Empresa: Perspectiva Funcional*. Ariel Economía (ISBN 10: 8434421771).

Emili Grifell-Tatjé and C.A. Knox Lovell (2015), *Productivity Accounting. The Economics of Business Performance*. Cambridge University Press: New York. (ISBN 978-0-521-88353-5).

Joan Enric Ricart, Mariano Anderle Rodríguez, Pablo Sánchez, and Luis Ventoso (2005), *The Sustainable Enterprise. Learning from DJSI Leaders*. Fundación BBVA. (ISBN: 84-8856223-3).

Rosa Rodríguez De Castro (coord.) (2015). *"Economía de la empresa para ciencias sociales."* Editorial: Pirámide.

Paloma Sánchez y Mercedes Torregrosa (2001). *"Economía de la empresa: una perspectiva de organización."* Editorial: McGraw-Hill.

Software

The course will provide the software if needed.

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
(SEM) Seminars	71	Catalan	first semester	afternoon
(TE) Theory	7	Catalan	first semester	afternoon