

Work Placement

Code: 104804
ECTS Credits: 12

2025/2026

Degree	Type	Year
Communication in Organisations	OT	4

Contact

Name: Matilde Delgado Reina

Email: matilde.delgado@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 120 ECTS, 60 of which must be from the first year, when applying for the call for applications. It is also necessary for the work placement agreement to be signed by the student, the degree coordinator and the company/institution before the placement begins.

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

At the start of the academic year, the Department responsible for this subject will notify the Faculty of the teaching staff appointed as tutors.

Objectives and Contextualisation

To promote student engagement with companies and institutions through hands-on experience, allowing the to carry out tasks closely aligned with the professional profile of their degree.

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 commercial institutions.

For more information, please consult the "Prácticas Externas" 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

Internship stays 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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Organisation 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 assessment of the practical work will be obtained from the marks of three evidences.

1.- The preparation of a report on the practical work completed during their placement. The faculty-appointed practicum tutor will determine the specific format and content of the report to be submitted for evaluation. (30%).

It is recommended to consult the faculty's published guidelines on the final report:

<https://www.uab.cat/doc/informefinaldepracticum.pdf>

2. Assessment report from the tutor of the company or institution where the placement work has taken place.

(60% of the final grade).

3. Supervisory duties by the Faculty tutor based on the student participation in supervision sessions (10% of the final grade).

Students must attend a minimum of two supervision sessions with their assigned faculty tutor, one at the beginning and one at the end of the placement period.

As a measure to improve the teaching follow-up, a brief monthly progress 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.

To pass this course, students must obtain a final grade of 5 or higher.

Students must use the document templates (final report, organization's assessment document, etc.) provided by their assigned practicum academic tutor. They must also follow their specific instructions.

As a rule, the final report must be submitted to the academic tutor within a maximum of 10 calendar days after the end of the placement.

Students who fail to complete at least 2/3 of the agreed placement hours, or/and who do not obtain an assessment document from their placement tutor/company, will be marked as "not assessable".

This course, due to its own configuration, cannot be recovered.

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>

Grade Review Procedure:

The grade review process is automatically triggered upon publication of final grades (either digital or on a notice board near the lecturer's office). From that moment, students have one week to request, by e-mail, a tutorial with the teacher responsible for this subject to review the final grade. No review requests will be accepted after the one-week deadline.

This guide is a general regulatory framework of the practicum. However, students should note that academic tutors may change each semester and differ between enrolment groups. The Departments manage the assignment of tutors and is subject to changes. For this reason, the list of tutors is not included in this annual guide. Tutor assignments will be published by the departments once determined.

Bibliography

Without bibliography.

Software

There is no specific software for this course.

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.