

Degree programme	Type	Course
Communication in Organisations	OP	4

Contact lecturer

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Prerequisites

Marketing knowledge

Group languages

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

Objectives

The student is expected to have achieved a series of objectives that include knowledge of the basic concepts and

Learning outcomes

1. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.
2. Plan and execute projects in the field of business start-ups.
3. Describe the fundamentals of organisations' business structures in order to generate original ideas about the context.
4. Explain the functioning of organisations in the context of the general economy.
5. Analyse a situation and identify its points for improvement.
6. Propose new methods or well-founded alternative solutions.
7. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Contents

A) Analysis of the present and future of business models of communication companies

1. Definition of the communicative business model
2. Review of the CANVAS model for communication companies
3. Models and challenges that affect the entire communication process
4. Trends in new communication business models
5. The future of the communicative business model
6. Value propositions of communicative business models
7. Analysis of revenue models: B2B, B2C, programmatic advertising, etc.
8. The Google Ads model.
9. Analysis of expenses and possible future variations of them

B) Balance scorecard applied to communication companies.

C) Entrepreneurship in communication companies.

D) Innovation in communication companies : basic structure of the Business plan

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
PRACTICAL CLASSES	15	0.6	1, 2, 3, 5
TUTORIALS	15	0.6	1, 2, 3, 4, 5, 6, 7
THEORETICAL CLASSES	33	1.32	3
CASES ANALYSIS	68	2.72	1, 5, 6

In order to achieve the objectives of the course, the teaching will be:

- 1.- Lectures with ICT support in order to develop the main concepts and fundamental notions of the subject, with practical examples for better understanding.
- 2.- Evaluable practical cases on business models of current evaluable communication companies that will require the students to research and read various material in order to be able to answer the questions formulated in an appropriate way.
- 3.- Realization in a group of an analysis of a practical case of the creation of a communication company.
- 4.- Tutorials: The students will have a few hours where the teacher can help them solve doubts about the study of the subject or about the resolution of practical cases or exercises.

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 the various teaching materials deemed appropriate by the instructors 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	Weight	Hours	ECTS	Learning outcomes
PRACTICAL ANALYSIS	30 %	8	0.32	1, 2, 3
FINAL EXAM	50 %	3	0.12	2, 3, 4
ANALYSIS OF A BUSINESS PLAN RELATED WITH A COMMUNICATION AND MEDIA COMPANY	20 %	8	0.32	5, 6, 7

CONTINUOUS ASSESSMENT

The final exam will consist of two parts:

Part 1: Selected questions on the practical exercises developed.

Part 2: Test-type examination/short questions on the theory and cases explained in class

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 single evaluation consist of the following activities and percentages:

- Theoretical exam 50 %. To pass the course is mandatory to pass this exam.
- Completion and delivery of a case of study : 30 %.
- Practical exercises for discussion and necessary solved with theoretical knowledge. 20 %

The single assessment will take place in person on the same date as the final exam for students who choose continuous assessment. The retake of the exam will take place in the same place and day as the rest of the students.

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.

SYNTHESIS TEST

The synthesis test will consist of a single exam designed to evaluate the overall learning outcomes of the course for students in their second or subsequent examination sittings.

It must be requested from the professor no later than the first day of class. The exam will be in-person and will take place on the same day as the final exam for students following continuous assessment.

Not Evaluable

According to point 9 of Article 266 of the UAB Academic Regulations, if a student is deemed unable to provide sufficient evidence of assessment, the course must be graded as "Not Evaluable".

IA

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.

Plagiarism

If a student commits any irregularity that may lead to a significant variation in the grade of an assessment activity, that activity will be graded 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities occur in the assessment activities of the same course, the final grade for that course will be 0.

Irregularities

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action

Bibliography

BASIC:

CEREZO, Pepe (2022) : Deconstruyendo los medios. Córdoba: Editorial Almuzara

CEREZO, Pepe (2018): Los medios líquidos. Barcelona. Editorial UOC.

NÚÑEZ, Victor (coord) (2022) : La empresa informativa en la era digital 2ª ed. Madrid. Ed. Centro de Estudios Financieros.

PALACIOS, Daniel (2022) Negocios Digitales. Madrid; Pirámide.

Basic study material delivered in class and prepared by the teaching staff.

COMPLEMENTARY

BUENO, E. Organización de empresas. Estructura, procesos y modelos . 2ª Ed. Madrid: Pirámide.

URBANO, D. i RODRIGUEZ, LI. (2010) Guia per l'elaboració d'un Pla d'empresa. Departament de Treball. Generalitat de Catalunya.

Software

GOOGLE ADS

EQUATIV

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Spanish	second semester	afternoon
(SEM) Seminars	71	Spanish	second semester	afternoon