

Degree programme	Type	Course
Communication in Organisations	OB	1

Contact lecturer

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Teaching staff

Marta Ribas Barquet

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Group languages

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

Prerequisites

This course has no specific prerequisites.

Objectives

1. Learn to construct the audio message in all its stages: ideation, research, argument development, adaptation to the medium, and dialogue with the audience.
2. Use theoretical and practical tools for the elaboration of creative sound messages for organisations.
3. Apply sound in corporate messages.

These general objectives are grouped into four areas:

1. Explain how to selectively increase knowledge about a subject.
2. To help to build up an elaboration criteria, strengthening the relevant elements.
3. To understand how the discourse has to be adapted to the selected medium.
4. To propose strategies for a bidirectional constructive discourse.

Learning outcomes

- CM25 (Create sound and audiovisual documents for any type of medium on topics that generate or affect organisations, in both Catalan and Spanish, while respecting diversity and democratic values.) Create sound and audiovisual documents for any type of medium on topics that generate or affect organisations, in both Catalan and Spanish, while respecting diversity and democratic values.
- CM26 (Work with cameras, microphones, mixing consoles, editing software and image and sound retouching to create creative, innovative corporate messages.) Work with cameras, microphones, mixing consoles, editing software and image and sound retouching to create creative, innovative corporate messages.
- KM24 (Recognise the theoretical-practical tools for creating sound and audiovisual messages for organisations.) Recognise the theoretical-practical tools for creating sound and audiovisual messages for organisations.
- KM25 (Describe the expressive and narrative resources involved in the production and implementation of any message (textual, photographic, sound, etc.) generated by organisations.) Describe the expressive and narrative resources involved in the production and implementation of any message (textual, photographic, sound, etc.) generated by organisations.
- SM22 (Plan sound and audiovisual communication projects about the organisation in all types of media for internal and external audiences, in both Catalan and Spanish, which favour and enhance its corporate identity and image.) Plan sound and audiovisual communication projects about the organisation in all types of media for internal and external audiences, in both Catalan and Spanish, which favour and enhance its corporate identity and image.

Contents

1. Sound as a communicative tool in organizations.
2. The creative value in organizational communication.
3. The development of organizational audio messages.
4. Speech delivery and communicative effectiveness.
5. Emerging fields in organizational audio communication.

Annotation: 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
Readings, preparation of practicals, preparation of tests and completion of assignments.	186	7.44	CM25, KM24, KM25, SM22
Classroom sessions	30	1.2	KM24, KM25
Practical sessions in the laboratory	66	2.64	CM25, CM26, KM24, SM22
Mentoring	10	0.4	KM24, KM25

The course takes a primarily practical approach, underpinned by a theoretical foundation that will enable students to understand and justify the practical activities.

The theoretical content will be delivered through lectures with a participatory approach, designed to facilitate understanding of key concepts and encourage critical analysis. This content will be consolidated through its application in practical sessions.

A range of teaching methodologies will be used in the delivery of this module:

1. Lectures, focusing on the presentation and contextualization of key content.
2. Collaborative learning, through structured team-work activities.
3. Preparation of assignments and reports, aimed at integrating and exploring the content in greater depth.
4. Oral presentations, designed to develop communication and argumentation skills.
5. Classroom and/or laboratory practicals, focusing on the application of knowledge and the analysis and resolution of case studies.

Practical sessions will be face-to-face and compulsory, given their importance in acquiring the course's learning outcomes.

Preparation for these sessions will form part of the students' independent study; they must review the materials and complete the necessary preparatory tasks to ensure they get the most out of the classes.

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.

Teachers will announce the timetable for tutorial sessions, which students may request as a support service to help resolve queries, guidance on carrying out activities and monitoring the learning process.

In the event of exceptional circumstances requiring changes to the teaching method, students will be informed in good time and the necessary measures will be taken to ensure the continuity of the learning process.

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
Theoretical tests	30	2.5	0.1	KM24, KM25
Final individual practice	25	1.5	0.06	CM25, CM26, KM24, KM25, SM22
Final laboratory practicals	30	2.75	0.11	CM25, CM26, KM24, KM25, SM22
Attendance and participation in the practical sessions	15	1.25	0.05	CM25, KM24, KM25, SM22

The course will be assessed through a system of continuous assessment, which includes final integrative activities, aimed at evaluating both the acquisition of theoretical knowledge and its practical application.

The final mark will be calculated based on the following activities:

1. Theoretical tests (30%)
2. Two individual tests will be held, one at the end of each semester, aimed at assessing the acquisition and understanding of theoretical content. Both tests have the same weight, and the final grade for this section is the average of the two exams.
3. Final laboratory/classroom group practicals (30%)
4. Two assessed activities will be carried out, one at the end of each semester, in which students will be required to apply the content covered to the analysis and resolution of a practical case.

5. Individual practical assignment (25%)
6. Preparation of an applied project in which the knowledge and competencies developed throughout the course will be integrated.
7. Monitoring and performance in teamwork (15%)

Assessment of students' engagement in practical activities, taking into account their active participation in the different stages of the compulsory group activities, both during face-to-face sessions and in the associated independent work, as well as their regular attendance. This evaluation will be based on continuous monitoring during these sessions.

Practical activities carried out during the semester are formative in nature and are considered part of the learning process, as they promote the progressive acquisition of competencies. They do not receive a numerical grade, although completion is compulsory. Students who do not attend at least 80% of the required practical sessions will not be allowed to take part in the final group practical. Given its compulsory and assessed nature, failure to meet this requirement will result in failing the course.

To pass the course, it will be necessary to:

- have participated in at least 80% of the compulsory activities
- have completed all the scheduled assessment activities
- obtain a minimum final mark of 5 out of 10 in each of the assessed components: theoretical tests, final laboratory/classroom group practicals, individual practical assignment, and monitoring and performance in teamwork

Resit

Students will be entitled to resit opportunities provided they have been assessed in activities accounting for at least two-thirds of the total course mark.

The following components may be resat: theoretical tests and/or individual practical assignment.

The following are not eligible for resit: Neither the final team projects nor the monitoring of teamwork-given their applied nature and their development throughout the course. The maximum mark obtainable in resit assessments is 6 out of 10.

Not assessed

The course will be graded as "Not assessed" where it is considered that the student has not provided sufficient evidence for evaluation. This includes cases where the student has participated in less than 80% of the compulsory activities and/or has not completed the assessment tasks.

In the case of a second enrolment, students may take a theoretical-practical synthesis assessment, the mark of which will constitute the final grade for the course.

This course does not offer a single-assessment option.

Plagiarism.

In the event that the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be instructed. In the event of several irregularities in the evaluation acts of the same subject, the final grade for this subject will be 0.

Artificial Intelligence

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as literature or information searches, proofreading, or the generation of sound (music or sound effects).

Students must clearly identify any parts generated using these technologies, specify the tools used, and include a critical reflection on how they have influenced both the process and the final outcome of the task. Lack of transparency in the use of AI in assessed work will be considered a breach of academic integrity and

may result in partial or full penalties, or more serious sanctions in severe cases.

Academic misconduct

Any irregularity in an assessment activity (academic fraud, plagiarism or misuse of AI, unless explicitly authorised in the course guide) that may lead to a significant alteration of the mark will result in that activity being graded 0.

If the course guide stipulates that achieving a minimum mark in this activity is a requirement for passing, or if multiple irregularities occur within the same course, the final mark for the course will be 0. Disciplinary proceedings may also be initiated.

Procedures in cases of suspected misconduct

Any student suspected of having submitted work generated by AI, produced by others, or copied; containing AI-generated content without proper citation; or exceeding permitted uses, may be required to provide preparatory work or other materials demonstrating that the work is original and of their own authorship. They may also be asked to explain or justify their work separately.

Teaching staff may use AI detection systems or carry out any verification procedures deemed appropriate. If, following review, irregularities are confirmed, the work may be graded 0 and the student may be subject to further disciplinary measures.

Bibliography

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Software

Audacity for sound editing.

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	Catalan/Spanish	annual	afternoon
(PLAB) Practical laboratories	71	Catalan	annual	afternoon
(PLAB) Practical laboratories	72	Catalan	annual	afternoon