

# Course Syllabus

Name of course/module:

**Communication Skills**

Year: 2020/2021

Code: P230001103

Coordinating professor: Javier Fernández Collantes

Degree programme: International Business

School: Social Sciences and Communication

Languages: English

*The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.*

## Contents

1. Basic information on the course/module.....	4
2. Presentation and contents of the course/module .....	4
3. Competencies and learning outcomes .....	4
4. Monitoring and assessment .....	8
4.1. First exam period .....	9
4.2. Second exam period .....	9
5. Bibliography.....	10
6. How to communicate with your professor .....	11
7. Study recommendations .....	11

## 1. Basic information on the course/module

<b>ECTS</b>	6
<b>Credit type</b>	DR
<b>Language</b>	English
<b>Delivery mode</b>	Face to face
<b>Semester</b>	1

## 2. Presentation and contents of the course/module

Nowadays, developing communication skills is a major key to succeed in business and in life. This course aims to teach students the main techniques for communicating effectively and successfully. These will span both oral and written forms of communication, and will cover different communication situations: job interviews, negotiations, internal documents, external communications with clients... Through individual and group work, students will be able to practise and test their newly acquired competencies.

## 3. Competencies and learning outcomes

Core competencies:

- BC1: Students must demonstrate a deep knowledge and understanding of a field of study that is based on secondary education and that, whilst supported by advanced textbooks, involves acquaintance with the vanguard of their area of study.
- BC2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BC3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BC4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- BC5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

**Cross-curricular competencies:**

- CC3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.
- CC6: Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.
- CC9: Interpersonal skills: The ability to interact positively with other people by verbal and non-verbal means through assertive communication, the latter meaning the ability to express or transmit what one wants, thinks or feels without inconveniencing, insulting or upsetting the other person.
- CC17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

**Specific competencies:**

- SC2: Capacity to define, design, explain and apply the international business process and the different phases that comprise it: planning, organization, management and control.
- SC5: Ability to communicate effectively in two languages, at a general level and specifically in the professional field of business in international forums.
- SC19: Ability to understand and integrate oneself professionally in the different economic, organizational and hierarchical structures of multinational companies, knowing the relevant positions and the functions of each director and department.

**Learning outcomes:**

- LO1: The student will understand concepts related to the skills needed for communication in their personal development and in the exercise of their profession, with special emphasis in multi-cultural environments.
- LO2: The student will hand in practical cases which will show their ability to effectively communicate both in writing and orally.
- LO3: The student will select the appropriate communication formats and technological resources for each communication situation.

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
BC1, BC2, BC3, BC5, SC2, SC5, SC19	LO1
BC2, BC4, CC6, CC9, CC17, SC2, SC5, SC19	LO2
BC4, CC3, CC6, CC9, CC17, SC5	LO3

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Lectures	30 h
Autonomous work	50 h
Debates and discussions	10 h
Case analysis	20 h
Research	10 h
Formative evaluation	5 h
Role playing	20 h
Tutoring	5 h
<b>TOTAL</b>	<b>150 h</b>

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
LO1	Activity 1	Lectures	UNIT 1. BASIC CONCEPTS: LANGUAGE AND COMMUNICATION UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION

			UNIT 4. WRITTEN COMMUNICATION SKILLS (Theoretical contents)
LO1 LO2 LO3	Activity 2	Debates & discussions	All units
LO1 LO2 LO3	Activity 3	Research	UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION UNIT 3. ORAL COMMUNICATION SKILLS UNIT 4. WRITTEN COMMUNICATION SKILLS UNIT 5. PRESENTATION SKILLS
LO2	Activity 4	Autonomous work	UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION UNIT 3. ORAL COMMUNICATION SKILLS UNIT 4. WRITTEN COMMUNICATION SKILLS UNIT 5. PRESENTATION SKILLS
LO2 LO3	Activity 5	Case analysis	UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION UNIT 3. ORAL COMMUNICATION SKILLS UNIT 4. WRITTEN COMMUNICATION SKILLS UNIT 5. PRESENTATION SKILLS
LO2 LO3	Activity 6	Formative evaluation	UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION UNIT 3. ORAL COMMUNICATION SKILLS UNIT 4. WRITTEN COMMUNICATION SKILLS UNIT 5. PRESENTATION SKILLS

LO2 LO3	Activity 7	Role playing Tutoring	UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION UNIT 3. ORAL COMMUNICATION SKILLS UNIT 4. WRITTEN COMMUNICATION SKILLS UNIT 5. PRESENTATION SKILLS
LO2 LO3	Activity 8	Tutoring	UNIT 2. SOCIAL SKILLS: INTERPERSONAL COMMUNICATION UNIT 3. ORAL COMMUNICATION SKILLS UNIT 4. WRITTEN COMMUNICATION SKILLS UNIT 5. PRESENTATION SKILLS

When you access the course on the *Virtual Campus*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

## 4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
<i>Activity 1: Written test</i>	Summarises the main information of a text, distinguishing its main ideas from its secondary ones and punctuating them accordingly Carries out other tasks required in the different exercises Follows the main conventions of different text types: memos, emails, reports, indices... Uses varied vocabulary and correct grammar, spelling and punctuation	30%
<i>Activity 2: Case analysis &amp; problem solving</i>	Presents the task required in due time and using the appropriate format Follows the project instructions Carries out a deep reflection on the subject raised Follows all the steps necessary to reach a conclusion Offers an valid solution to the problem raised	10%
<i>Activity 3: Written reports</i>	Presents the reports required in due time and using the appropriate format	20%



	Follows the project instructions Follows the conventions of the text type required Prepares an original topic Uses appropriate and varied vocabulary and grammar	
<i>Activity 4: Oral presentations</i>	Presents a well-prepared subject in an interesting manner Presents information fluently, without getting stuck Uses appropriate and varied vocabulary and grammar Presents with appealing body language and the right voice volume Uses appropriate visual aids, with not-too-abundant text and attractive images Conveys all the necessary information in no more, no less than the time available	20%
<i>Activities 5: Project</i>	Presents the project required in due time and using the appropriate format Follows the project instructions Coordinates with the different group members to distribute the different tasks Carries out the different tasks required and solves the main problem raised for the project Presents the project conclusions in an appropriate format	20%

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

#### 4.1. First exam period

To pass the course in the first exam period you must...

- Submit all the assessable activities
- Obtain at least 4 out of 10 in each one of them
- Obtain at least 5 out of 10 in the weighted average of the subject

#### 4.2. Second exam period

To pass the course in the second exam period you must...

- Meet the same requirements as in the first exam period
- Apply all the improvements required by your teacher for each failed activity and submit it
- Submit all the activities which you didn't present in the first exam period

- Resit the final exam if you didn't take it/pass it in the first exam period

## 5. Bibliography

Here is the recommended bibliography:

- Bettinghaus, E.P. (1994). *Persuasive Communication*. Fort Worth: Harcourt Brace College Publishers, cop.
- Chiaromonte, P. (1994). *Face to face: Interpersonal Communication in the Workplace*. Scarborough (Ontario): Prentice Hall Canada, cop.
- Comfort, J. (1998). *Effective Negotiating*. Oxford: Oxford University Press.
- Cornelissen, J. (2011). *Corporate Communication: a Guide to Theory and Practice*. Los Angeles: SAGE.
- Devito, J.A. (2007). *The Interpersonal Communication Book*. Boston: Pearson/Allyn and Bacon, cop.
- Fergus Panton, R.L. (1992). *The Essence of Effective Communication*. New York: Prentice Hall.
- Jamieson, G.H. (2007). *Visual Communication: More than Meets the Eye*. Bristol; Chicago: Intellect, cop.
- Knapp, M. & Miller, G. (1994). *Handbook of Interpersonal Communication*. Thousand Oaks, Calif.; London: Sage, cop.
- Ludlow, R. (1992). *The Essence of Effective Communication*. New York: Prentice May.
- Samovar, L.A. (2000). *Oral Communication: Speaking Across Cultures*. Los Angeles, California: Brown & Benchmark Publisher, cop.
- Stiff, J.B. (1994). *Persuasive Communication*. New York: Guilford Press, cop.
- Victor, D.A. (1992). *International Business Communication*. New York: Harper Collins, cop.

## 6. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

## 7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.