

1. OVERVIEW

Subject area	Influence and Personal Impact
Degree	Business Administration and Management
School/Faculty	Social Sciences
Year	2º
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery mode	On campus/Online
Semester	2º
Year	2024-2025
Coordinating professor	Moisés Ruiz

2. INTRODUCTION

The subject area 'Relational Influence and Impact' is part of the group of subject areas related to specific skills. The topics dealt with will ensure the student becomes familiar with the business environment, to help them to understand the business reality and to grow professionally. Public speaking, the business relationship, negotiation, team roles and emotional intelligence are all covered in the content.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish):

CON2. Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

- Recognise the importance of communication in professional practice.
- Understand other people's attitudes, interests, needs and perspectives.
- Identify new opportunities and resistance to change.

Abilities (HAB, by the acronym in Spanish):

HAB1. Critically analyse concepts and theories of business management, interpreting economic, tax, financial and legal data with regard to organisations.

- Use strategies to communicate effectively, both orally and written.
- Apply interpersonal understanding skills in different contexts.
- Respect communication standards in multicultural environments.
- Become self-aware and control your emotions.
- Listen carefully, observe and perceive what is not overt in interpersonal relationships.

- Focus on the development of others.

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

- Interpret facts and situations from different points of view.
- Make informed decisions in times of uncertainty.
- Adapt their behaviour to different situations.

Skills (COMP, by the acronym in Spanish):

COMP04. Analyse, integrate and assess the legal, sociocultural and economic information needed in different decision-making processes.

COMP05. Consider and apply principles of ethics and social responsibility, paying particular attention to environmental management and respect for human rights, in compliance with current law and as an opportunity to reinforce the company's image and production process.

COMP06. Communicate and negotiate in the professional context of business administration and when identifying and implementing processes, systems or certifications that ensure quality service and products.

4. CONTENTS

- Communication in a professional setting.
- Emotional intelligence in interpersonal relationships.
- Successful change: Adaptability.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

- Service-learning.
- Case studies
- Problem-based learning.
- Project-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus mode:

Learning activity	Number of hours
Search for resources and choosing information sources	30h
Debates and discussions	15h
Individual applied activities: problems, case studies, projects	30h

Report writing, strategy development, knowledge tests and formative assessment	15h
Tutorials	6h
Independent working	54h
TOTAL	150h

Online mode:

Learning activity	Number of hours
Search for resources and choosing information sources	30h
Debates and discussions	15h
Individual applied activities: problems, case studies, projects	30h
Report writing, strategy development, knowledge tests and formative assessment	15h
Online tutorials	6h
Independent working	54h
TOTAL	150h

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus mode:

Assessment system	Weighting
Assessment activities	45%
Knowledge test	55%

Online mode:

Assessment system	Weighting
Assessment activities	45%
Knowledge test	55%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 4.0 in the final test for it to be included in the weighting with the other activities.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 4.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1	Week 4
Activity 2	Week 8
Activity 3	Week 12

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

- Influencia y persuasión. VV:AA. Reverte. Barcelona 2019
- Convince sin abrir la boca: Jordi Reche. Conecta. Barcelona 2023
- Desarrolla tu inteligencia emocional. Pablo Fernández Berrocal. Kairós. Madrid 2009

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.