

1. BASIC INFORMATION

Course	Corporate communication skills
Degree program	Bachelor's Degree in Sport Management
School	Medicine, Health and Sports
Year	1st
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	Spanish, English
Delivery mode	Face-to-face/online
Semester	Second semester
Academic year	2025/2026
Coordinating professor	Eva Asensio

2. PRESENTATION

The subject of Corporate Communication Skills is taught in the 1st year of the Sports Management degree. In this subject, students will discover the importance of integral and effective communication for business management. In addition, they will dominate the necessary skills for communication either in personal development or in the exercise of the profession. To this end, students will participate in case studies where they practice and apply different elements for effective communication in both writing and orally. In addition, they will select the appropriate communication formats and technological resources for each communication situation.

3. COMPETENCIES AND LEARNING OUTCOMES

Knowledge

- CON03. Identifies the basic economic and fiscal principles that operate in the financial dynamics of sports entities.
- CON06. Describes the construction and operation processes of different sports facilities.
- CON09. Identifies and knows innovation opportunities as a means of company growth, as well as any other business opportunity in national and international contexts.

Skills

- HAB03. Observes the different economic, fiscal and financial foundations that govern the different sports entities.

Competence

- COMP8. Analyze and evaluate with scientific rigor social, legal, economic, scientific or ethical issues in physical activity and sports.

4. CONTENTS

Content of this subject will be gathered into four learning units. Each unit will be made of several lessons.

Unit 1. Introduction

Communication theory

Process and dimension of communication

Unit 2. Written communication

Reporting

Communication in the written media

Unit 3. Oral communication

Paralinguistic and verbal communication

Effective presentations

Unit 4. Non-verbal communication

Corporate communications

Internal communication

External communication

Unit 5. - Communication support resources

Effective interpersonal communication techniques

Teamwork

Tools for Effective Communication

Digital communication

Business communication

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master lectures
- Project-based learning
- Cooperative learning and team working
- Dialogic learning
- Case analysis

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Autonomous work	45
Participatory group activities	25
Preparation of reports and written documents	29
Debates and discussions	10
Master lectures	23
Tutorials	4
Face -to- face knowledge tests	2
Master lectures asynchronized	12
TOTAL	150

Online mode:

Learning activity	Number of hours
Reading content topics	40
Text Analysis	15
Search for resources and selection of information sources	10
Debates and discussions through seminars or forums in the Virtual Campus	10
Preparation of reports and writings	10
Group participative activities (seminars, participation in on-line forums...) through web conference.	10
Autonomous work	30
Virtual seminars	15
Face-to-face knowledge tests	10
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	5%-25%
Oral presentation of work through virtual seminars.	15%-20%
Debates and colloquiums	5%-10%
Analysis and commentary of scientific and business texts.	20%-40%
Classroom dynamics and participation	25%-35%
Total	70%-130%

Online mode:

Sistema de evaluación	Peso
Knowledge tests	60%-60%
Elaboration of reports and writings	20%-20%
Oral presentation of work through virtual seminars.	10%-30%
Total	90%-110%

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

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Convocatoria extraordinaria

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Actividades evaluables	Fecha
Activity 1. Elaboration of papers and written tests	4 Weeks
Activity 2. Presentations and Oral Presentations	4 Weeks
Activity 3. Group dynamics	6 Weeks
Activity 4. Discussions and colloquiums	2 Weeks
Activity 5. Analysis and commentary of scientific and business texts.	2 Weeks

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

Martín Serrano, M. (2009), *Teoría de la Comunicación*, McGraw Hill.
 Castilla Del Pino, C. (2008), *La incomunicación*, Península.
 Ballenato, G. (2009), *Comunicación eficaz*, Taurus.
 Bach, E. (2019), *La Asertividad*. Plataforma editorial.
 Ferrán-Ramón Cortés, (2012), *La Isla de los 5 faros*, Planeta.
 Davis, F. (2010), *Comunicación no verbal*, Alianza Editorial.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation