1. BASIC INFORMATION

Course	Communication and Negotiation Skills
Degree program	Economics Degree
School	Economic, Business and Communication Sciences
Year	2º
ECTS	6
Credit type	Compulsory
Language(s)	English
Delivery mode	In person
Semester	S3
Academic year	2025-2026
Coordinating professor	Dra. Helena López-Casares Pertusa

2. PRESENTATION

In this course, students will develop key communication and negotiation skills essential for the economic and business environment. They will learn to identify and apply management principles and tools, linking communication techniques with corporate image and internal information management. Students will be able to construct effective oral and written presentations and speeches suited to business and administrative contexts.

They will also learn to handle customer complaints, suggestions, and improvement proposals empathetically and constructively, fostering positive relationships. Students will analyze business operations in economic, financial, and human resources areas, applying decision-making alternatives to real-life situations.

Finally, they will identify management tools in international contexts, express economic concepts precisely, and develop coherent and critical discourses on economic issues. This will be achieved through mastery of negotiation and persuasion strategies, applying effective techniques to reach agreements and resolve conflicts in diverse situations.

3. COMPETENCIES AND LEARNING OUTCOMES

KNOWLEDGE:

CON04. Identify the principles and tools of business management.
- Associate communication techniques by linking them to corporate image and internal information flows.
- Construct oral and written information directed to business and Public Authority uses and practices.
- Identify customer needs, complaints, suggestions, claims and improvements in business environments.
- Empathetically recognise different approaches, moving towards constructive dialogue and good relations.

SKILLS:

HAB04. Analyse economic/financial, marketing and human capital business operations within organisations leading to continuous improvement and good governance.
- Apply decision alternatives in real processes/conflicts/problems in organisations.
- Use basic techniques for the construction of statements, presentations, voice-overs and scripts interacting with all types of audience.

COMPETENCIAS/COMPETENCIES:

- COMP12. Manage the management tools available in the area of administration and finance in international business environments.
- COMP16. Express economic terms in their language of origin by applying them in the proposed activities, programmes, projects and tasks.
- COMP19. Develop and reason a coherent, free, abstract and independent discourse on the international and national economy and its cyclical functioning

4. CONTENT

1) Structural statement theory, macrostructure and microstructure.
2) Journalistic, academic, advertising, political and corporate content models.
3) Statement writing and scriptwriting. Social psychology.
4) Strategies and phases of the negotiation process. Persuasion, commitment and coherence.
5) Planning, design and execution of negotiation processes.
6) Analysis of the results applied in various negotiation scripts/strategies.

5. TEACHING-LEARNING METHODOLOGIES

- Masterclass
- Case study
- Problem-based learning
- Flipped learning
- Project-based learning.
- Simulation environments.
- Service learning.

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
Master Classes	12

Practical application seminars	18
Case studies	14
Oral presentation of work	4
Preparation of reports and written papers	16
Research and projects	8
Independent work	56
Debates and colloquiums	8
Face-to-face assessment tests	12
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
In-person assessment tests	50%
Oral presentations	10%
Research and projects	10%
Case studies/problems	30%

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. Second exam period

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 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:

Assessable activities	Deadline
Activity 1 -2	Week 1 - 7
Activity 2 – 4	Week 8 - 10
Activity 3 – 5	Week 3 - 15
Exam	Week 16 -18

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 following is a recommended bibliography:
- Stavrakidarío, M. (2015). Comunicación y persuasión. Centro de Estudios Financieros
- Castanyer O. y Ortega, E. (2013). Asertividad en el trabajo: Cómo decir lo que siento y defender lo que pienso. Conecta.
- Delgado, M. y Madrid, M. (2023). La comunicación no violenta en el trabajo: Un enfoque colaborativo para empresas, instituciones, escuelas y grupos. Acanto.
- Goleman, D. (2019). Inteligencia emocional en la empresa. B de bolsillo.
- Hernández, A. (2019). Negociación para dummies. Planeta.
- Merino, M. & Sánchez, M. (2020). Comunicación corporativa: estrategia e innovación. Síntesis.
- Tessi, M. (2012). Comunicación interna en la práctica: siete premisas para la comunicación en el trabajo. Granica.
- Túñez, M. (2020). Comunicación corporativa. Claves y escenarios. UOC.

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.