

GUÍA DOCENTE ABREVIADA DE LA ASIGNATURA

M507 - Business Communication

Máster Universitario en Empresa y Tecnologías de la Información

Curso Académico 2021-2022

1. DATOS IDENTIFICATIVOS					
Título/s	Máster Universitario en Empresa y Tecnologías de la Información			Tipología v Curso	Optativa. Curso 1
Centro	Facultad de Ciencias Económicas y Empresariales				
Módulo / materia	ASIGNATURAS ORIENTACIÓN PROFESIONAL				
Código y denominación	M507 - Business Communication				
Créditos ECTS	2,5	Cuatrimestre	Cuatrimestral (2)		
Web					
Idioma de impartición	Español	English friendly	No	Forma de impartición	Presencial

Departamento	DPTO. ADMINISTRACION DE EMPRESAS
Profesor responsable	EMILIO PLACER MARURI
E-mail	emilio.placer@unican.es
Número despacho	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E208)
Otros profesores	

3.1 RESULTADOS DE APRENDIZAJE

- 1. Acquaint you with principal theories of effective communication .
 2. Introduce you to major business communication issues.
 3. Provide you with the skills you will need to apply communication theories and concepts to business-related communication.
 4. Introduce you to basic concepts you will need for conducting business correspondence, presentations and participating in meetings.
 5. Help you develop skills in communicating effectively through business correspondence , presentations and meetings.

- 1. Acquaint you with principal theories of effective communication .
 2. Introduce you to major business communication issues.
 3. Provide you with the skills you will need to apply communication theories and concepts to business-related communication.
 4. Introduce you to basic concepts you will need for conducting business correspondence, presentations and participating in meetings.
 5. Help you develop skills in communicating effectively through business correspondence , presentations and meetings.

- 1. Acquaint you with principal theories of effective communication .
 2. Introduce you to major business communication issues.
 3. Provide you with the skills you will need to apply communication theories and concepts to business-related communication.
 4. Introduce you to basic concepts you will need for conducting business correspondence, presentations and participating in meetings.
 5. Help you develop skills in communicating effectively through business correspondence , presentations and meetings.

4. OBJETIVOS

1. Describe how the process of communication works.
 2. Identify and overcome barriers to effective business communication .
 3. Recognize the effects of technology, discrimination and cultural factors on business communication.
 4. Apply theories and concepts underlying effective communication in business-related communication.
 5. Write effective and appropriate letters, memos, emails, reports and proposals for business purposes.
 6. Prepare and deliver oral business presentations effectively .
 7. Conduct and participate effectively in business meetings .

1. Describe how the process of communication works.
 2. Identify and overcome barriers to effective business communication .
 3. Recognize the effects of technology, discrimination and cultural factors on business communication.
 4. Apply theories and concepts underlying effective communication in business-related communication.
 5. Write effective and appropriate letters, memos, emails, reports and proposals for business purposes.
 6. Prepare and deliver oral business presentations effectively .
 7. Conduct and participate effectively in business meetings .

1. Describe how the process of communication works.
 2. Identify and overcome barriers to effective business communication .
 3. Recognize the effects of technology, discrimination and cultural factors on business communication.
 4. Apply theories and concepts underlying effective communication in business-related communication.
 5. Write effective and appropriate letters, memos, emails, reports and proposals for business purposes.
 6. Prepare and deliver oral business presentations effectively .
 7. Conduct and participate effectively in business meetings .

6. ORGANIZACIÓN DOCENTE

CONTENIDOS	
1	Cultural Factors in Business Communication
2	Business Presentations

7. MÉTODOS DE LA EVALUACIÓN

Descripción	Tipología	Eval. Final	Recuper.	%
Written Report	Trabajo	Sí	Sí	25,00
Class Presentation	Otros	Sí	Sí	25,00
Class Participation	Otros	Sí	No	50,00
TOTAL				100,00
Observaciones				
Class participation. Este trabajo consiste en actividades individuales o en grupo que se realizan o presentan in situ en el aula durante el transcurso de la clase, y requieren de un proceso de discusión, dialogo y soluciones concertadas mediante interacción con el resto de la clase. Por todo lo anterior es un trabajo no recuperable. La recuperación se realizara mediante un trabajo.				
Criterios de evaluación para estudiantes a tiempo parcial				
Uso de tecnologías multimedia para la evaluación videos o videoconferencia en las que los alumnos demostraran las competencias adquiridas en la asignatura.				

8. BIBLIOGRAFÍA Y MATERIALES DIDÁCTICOS

BÁSICA
<p>Danbom, D. 2005 "Getting Serious About Humour" Address at the International Association of Business Communicators Edmonton Chapter, Edmonton, Canada.</p> <p>Goldstein, M. 2005. "Building Speak-Up" Communications" TD July 2005, pp. 38-42</p> <p>Hanft, A. 2005. "The Joy of Conflict" in Inc.Magazine August 2005, p. 112</p> <p>Hearit, K. M., 2006. Crisis Management by Apology: Corporate Response to Allegations of Wrongdoing (Lawrence Erlbaum Associates Publishers: New Jersey).</p> <p>Levin, L. A., and Behrans S. J. 2003terly, Volume 66, Number 3, pp. 52-65</p>
<p>Danbom, D. 2005 "Getting Serious About Humour" Address at the International Association of Business Communicators Edmonton Chapter, Edmonton, Canada.</p> <p>Goldstein, M. 2005. "Building Speak-Up" Communications" TD July 2005, pp. 38-42</p> <p>Hanft, A. 2005. "The Joy of Conflict" in Inc.Magazine August 2005, p. 112</p> <p>Hearit, K. M., 2006. Crisis Management by Apology: Corporate Response to Allegations of Wrongdoing (Lawrence Erlbaum Associates Publishers: New Jersey).</p> <p>Levin, L. A., and Behrans S. J. 2003terly, Volume 66, Number 3, pp. 52-65</p>
<p>Danbom, D. 2005 "Getting Serious About Humour" Address at the International Association of Business Communicators Edmonton Chapter, Edmonton, Canada.</p> <p>Goldstein, M. 2005. "Building Speak-Up" Communications" TD July 2005, pp. 38-42</p> <p>Hanft, A. 2005. "The Joy of Conflict" in Inc.Magazine August 2005, p. 112</p> <p>Hearit, K. M., 2006. Crisis Management by Apology: Corporate Response to Allegations of Wrongdoing (Lawrence Erlbaum Associates Publishers: New Jersey).</p> <p>Levin, L. A., and Behrans S. J. 2003terly, Volume 66, Number 3, pp. 52-65</p>

Esta es la Guía Docente abreviada de la asignatura. Tienes también publicada en la Web la información más detallada de la asignatura en la Guía Docente Completa.