

SUBJECT TEACHING GUIDE

M507 - Business Communication

Master's Degree in Business and Information Technologies

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Business and Information Technologies			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M507 - Business Communication				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	EMILIO PLACER MARURI
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Other lecturers	

3.1 LEARNING OUTCOMES

- 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.

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4. OBJECTIVES

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 .

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6. COURSE ORGANIZATION	
CONTENTS	
1	Cultural Factors in Business Communication
2	Oral Business Presentations

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Description Written Report	Work	Yes	Yes	25,00
Description Class Presentation	Others	Yes	Yes	25,00
Description Class Participation	Others	Yes	No	50,00
TOTAL				100,00
Observations				
<p>This work consists of individual or group activities that are carried out or presented in situ in the classroom during the course of the class, and require a process of discussion, dialogue and concerted solutions through interaction with the rest of the class. For all the above, it is a non-recoverable job. The recovery will be done through a job</p>				
Observations for part-time students				
<p>Use of multimedia technologies for video or videoconference evaluation in which students will demonstrate the skills acquired in the subject.</p>				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Danbom, D. 2005 "Getting Serious About Humour" Address at the International Association of Business Communicators Edmonton Chapter, Edmonton, Canada.

Goldstein, M. 2005. "Building Speak-Up" Communications" TD July 2005, pp. 38-42

Hanft, A. 2005. "The Joy of Conflict" in Inc.Magazine August 2005, p. 112

Hearit, K. M., 2006. Crisis Management by Apology: Corporate Response to Allegations of Wrongdoing (Lawrence Erlbaum Associates Publishers: New Jersey).

Levin, L. A., and Behrans S. J. 2003terly, Volume 66, Number 3, pp. 52-65

Danbom, D. 2005 "Getting Serious About Humour" Address at the International Association of Business Communicators Edmonton Chapter, Edmonton, Canada.

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