

Course guide

280595 - 280595 - Business Communication

Last modified: 27/05/2024

Unit in charge:	Barcelona School of Nautical Studies
Teaching unit:	742 - CEN - Department of Nautical Sciences and Engineering.
Degree:	BACHELOR'S DEGREE IN MARINE TECHNOLOGIES (Syllabus 2010). (Optional subject). BACHELOR'S DEGREE IN NAUTICAL SCIENCE AND MARITIME TRANSPORT (Syllabus 2010). (Optional subject). BACHELOR'S DEGREE IN NAVAL SYSTEMS AND TECHNOLOGY ENGINEERING (Syllabus 2010). (Optional subject).

Academic year: 2024 **ECTS Credits:** 6.0 **Languages:** Spanish

LECTURER

Coordinating lecturer:	JOSE MANUEL ROBLEDANO ESTEBAN
Others:	Segon quadrimestre: JOSE MANUEL ROBLEDANO ESTEBAN - DT, GESTN, GNTM, GTM

PRIOR SKILLS

No prior skills are required to take this subject.

REQUIREMENTS

No prerequisites are required to take this subject.

TEACHING METHODOLOGY

The following methodologies will be used for learning:

- Master lesson, for the class explanation of the fundamental concepts and the presentation of the projects to be carried out.
- Cooperative learning. All projects will be carried out in groups.
- Project-oriented learning. A workshop format is used in which a project will be worked on every 2 weeks.
- Problem-based learning. In some cases, a problem will arise in the field of business communication that will have to be resolved.
- Game-based learning. A points and achievement system will be used and certain games will be applied to classroom learning.
- Flipped classroom. The student must prepare the theory on his or her own and make use of the resources offered to solve the problems and do the projects.

LEARNING OBJECTIVES OF THE SUBJECT

The objectives of the Business Communication subject will be established on the first day of class based on the students' expectations and their interests.

The following generic learning objectives are proposed by the teacher so that at the end of the course the student will be able to:

- 1.- Write professional and effective emails.
- 2.- Efficiently use online collaboration platforms for internal and external communication.
- 3.- Create reports and business documents in a clear and persuasive way.
- 4.- Present information orally effectively in a business environment.
- 5.- Participate in meetings and discussions in a clear and concise manner.
- 6.- Develop strategies to address and resolve conflicts constructively.
- 7.- Negotiate effectively in a business context.
- 8.- Lead and contribute positively in work teams.
- 9.- Use social networks strategically to promote the brand and business communication.
- 10.- Learn effective strategies to create and manage advertising campaigns.
- 11.- Manage interviews and write press releases.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours large group	60,0	40.00

Total learning time: 150 h

CONTENTS

Write professional and effective emails.

Description:

Rules of etiquette when writing emails.
Structure and format of business emails.
Tips for clear and concise writing.
Management of appropriate tone and style in different situations.

Specific objectives:

Identify specific situations that require different levels of formality.
Learn to structure emails clearly and logically.
Identify the key information that should be included in the introduction, body and conclusion of the email.
Adapt the tone and writing style according to the purpose and recipient of the email.
Adjust formality and language for different business contexts.
Write emails for different purposes, such as requesting information, confirming meetings, responding to queries, how to show gratitude, apology or congratulations, among others.
Communicate ideas clearly and concisely.
Create subject lines that are informative, clear and attractive.
Differentiate between writing internal and external emails.
Adapt the style and content of the emails according to the audience and context.

Related activities:

Each student will be asked to write several emails that address the specific objectives detailed above.

Full-or-part-time: 4h

Theory classes: 1h
Guided activities: 2h
Self study : 1h

title english

Description:

content english

Full-or-part-time: 4h

Theory classes: 1h

Laboratory classes: 2h

Self study : 1h

title english

Description:

content english

Full-or-part-time: 5h

Theory classes: 1h

Laboratory classes: 1h

Guided activities: 2h

Self study : 1h

title english

Description:

content english

Full-or-part-time: 6h

Theory classes: 1h

Laboratory classes: 2h

Guided activities: 1h

Self study : 2h

title english

Description:

content english

Full-or-part-time: 5h

Theory classes: 1h

Practical classes: 1h

Laboratory classes: 1h

Self study : 2h

Develop strategies to address and resolve conflicts.

Description:

Identification of sources of conflict in the business environment.
Effective communication techniques in conflict situations.
Methods to find constructive solutions.

Specific objectives:

Express opinions assertively and understand the perspectives of others.
Negotiate to find mutually beneficial solutions.
Understand and consider the feelings and perspectives of others.
Mediate conflicts impartially.

Related activities:

Role-playing exercises where participants practice assertive communication in conflict situations, the search for compromises and collaborative solutions, putting themselves in the shoes of others in conflict scenarios, as mediators in conflict situations to practice facilitating solutions.

Full-or-part-time: 5h

Theory classes: 1h

Practical classes: 1h

Laboratory classes: 1h

Guided activities: 1h

Self study : 1h

Negotiate effectively in a business context.

Description:

Fundamental principles of negotiation.
Negotiation preparation strategies.
Persuasive communication skills.
Techniques to reach mutually beneficial agreements.

Full-or-part-time: 3h

Theory classes: 1h

Laboratory classes: 1h

Self study : 1h

Lead and contribute positively in work teams.

Description:

Principles of effective leadership.
Development of motivation and team management skills.
Encourage open communication and collaboration in the team.

Full-or-part-time: 4h

Theory classes: 1h

Practical classes: 1h

Laboratory classes: 1h

Self study : 1h

Use social networks strategically.

Description:

Understand the importance of presence on social networks.
Strategies to build and manage brand identity.
use of social network analysis to evaluate the impact.

Full-or-part-time: 4h

Theory classes: 1h

Practical classes: 1h

Guided activities: 2h

Learn effective strategies to create and manage advertising campaigns.

Description:

Fundamentals of advertising and marketing.
Identification of the target audience and market segmentation.
Creation of effective advertising messages.
Evaluation of the performance of advertising campaigns.

Full-or-part-time: 6h

Theory classes: 2h

Laboratory classes: 1h

Guided activities: 1h

Self study : 2h

Manage interviews and write press releases.

Description:

Interview preparation techniques.
Effective communication with the media.
Structure and content of press releases.
Strategies to handle media crisis situations.

Full-or-part-time: 10h

Theory classes: 4h

Practical classes: 1h

Laboratory classes: 2h

Guided activities: 1h

Self study : 2h

ACTIVITIES

name english

Full-or-part-time: 1h

Theory classes: 1h

GRADING SYSTEM

The implementation of projects or activities on a biweekly basis will be proposed and will be evaluated. The average of the evaluation of all of them will give rise to the final grade for the subject.

EXAMINATION RULES.

The completion of the activities or projects is mandatory. Failure to complete a project or activity will result in a failure in the subject.