300306 - CTE-OAT - Technical and Corporate Communication

Coordinating unit:	300 - EETAC - Castelldefels School of Telecommunications and Aerospace Engineering
Teaching unit:	732 - OE - Department of Management
Academic year:	2016
Degree:	BACHELOR'S DEGREE IN AEROSPACE SYSTEMS ENGINEERING (Syllabus 2015). (Teaching unit Optional) BACHELOR'S DEGREE IN AIR NAVIGATION ENGINEERING (Syllabus 2010). (Teaching unit Optional) BACHELOR'S DEGREE IN AIRPORT ENGINEERING (Syllabus 2010). (Teaching unit Optional) BACHELOR'S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Optional) BACHELOR'S DEGREE IN NETWORK ENGINEERING (Syllabus 2009). (Teaching unit Optional)
ECTS credits:	6 Teaching languages: Catalan, Spanish

Teaching staff

Coordinator:	Joana Rubio López

Degree competences to which the subject contributes

Transversal:

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N2. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

04 COE N2. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.

07 AAT N2. SELF-DIRECTED LEARNING - Level 2: Completing set tasks based on the guidelines set by lecturers. Devoting the time needed to complete each task, including personal contributions and expanding on the recommended information sources.

05 TEQ N1. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.

07 AAT N1. SELF-DIRECTED LEARNING - Level 1. Completing set tasks within established deadlines. Working with recommended information sources according to the guidelines set by lecturers.

04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

07 AAT N3. SELF-DIRECTED LEARNING - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

01 EIN N2. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.

06 URI N3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 3. Planning and using the information necessary for an academic assignment (a final thesis, for example) based on a critical appraisal of the information resources

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used.
01 EIN N3. ENTREPRENEURSHIP AND INNOVATION - Level 3. Using knowledge and strategic skills to set up and manage projects. Applying systemic solutions to complex problems. Devising and managing innovation in organizations.

Teaching methodology

The course combines the following teaching methods:
Self
cooperative learning
Self-assessment and peer evaluation

In the first part of the program each student / to explain your strengths, weaknesses and needs of oral and written communication, as well as tools and mechanisms for preparing their speeches in public. Once received the contents of the program, will present an improvement plan that will apply throughout the year. As a summary of their learning skills of communication, each student will prepare a vídeocurrículum.
In the second part of the program students will look for real examples of corporate communications and exhibitions with the aim of analyzing the strategies and tools used by businesses.

Learning objectives of the subject

Apply given criteria for making effective scientific-technical texts
Assess oral
Assess texts
Analyze corporate communication companies
Identify the resources used by businesses in their internal communications
Identify the resources used by businesses in their external communication
Identify different audiences to whom he addressed corporate communication

Study load

Total learning time: 150h			
	Hours large group:	36h	24.00%
	Guided activities:	30h	20.00%
	Self study:	84h	56.00%

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Content

TECHNICAL COMMUNICATION	Learning time: 79h 33m
	Theory classes: 20h Guided activities: 15h Self study : 44h 33m

Description:
PART 1
Addresses the media as a tool of leadership that promotes competitiveness and productivity.
It shows a method to organize ideas and messages, as well as the ability to express them clearly and confidence coherently and effectively.
Description:
1 Oral communication
- Urban Legends
- Basics
- The script. Resources oral (reading speeches and activities)
- The verbal
- The non-verbal language
- How to design an effective visual appeal
- How to prepare? S job interview
2. Technical Writing
2.1 Preparation: 10 tips for writing readable texts
2.2 How to present visual information
or to choose the type of map graphics
Using or lists
Standards or acronyms
2.3 Structure and organization
or How to write a good introduction
Write a technical report or
Write to persuade or
or Guide to prepare scientific and technical articles published by
2.4 Instruction manuals: User guides, tutorials, reference manuals
Write 5/2 to win customers
The proposal or brief
or Storyboarding
2.6 To review and edit
to assess texts or initialed
How perfect a document or
The scheme or as a tool to restructure a documentntent english

Related activities:
Oral presentations by students to expand the materials.

Specific objectives:
- Write CV and resume video recording
- Write technical articles and reports
- Make the subject portfolio

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CORPORATE COMMUNICATION	Learning time: 70h 27m
	Theory classes: 16h Guided activities: 15h Self study : 39h 27m

Description:
1. Organizations and communication: Key concepts in organizational communication .. The context of communication
Corporate.
2. Culture corporativa..Cultura and business climate. Business Publications
3. Corporate communication
3.1 Internal Communication.
Communication or descending, ascending, horizontal and informal.
or components and instruments of internal communication.
3.2. external communication
or map and public interest groups (stakeholders).
Corporate or Public Relations.
o The relationship with the media.
. Crisis Communication.

Related activities:
- Designing a personal website
- Analizing corporate communication of a company chosen and write a report.

Specific objectives:
- To understand the communication tools used by companies to project a corporate image.

Planning of activities

name english	Hours: 50h
	Self study: 20h Guided activities: 30h

Description:
- CV and videocurriculum. Consult link library to reserve room. Format: inserted in the Portfolio. Individual.20%
- Drafting of a technical article and defense in paper format. Format: document and poster. Individual. 20%
- Analysis and improvement of an instruction manual. Format: poster. Group. 10%
- Web-Portfolio of the subject. Format: Oral presentation. It includes reflections, evidences of learning and points of improvement. Individual.20%
- Corporate communication project. Students choose a company and analyze its comunciació Corporative. Format: oral presentation (10 minutes) Group. 30%

Support materials:
Notes and webs

Qualification system

The evaluation criteria defined in the subject Infoweb apply.

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Bibliography

Basic:

Buil Gazol, Pilar; Medina Aguerrebere, Pablo. Dircom comunicar para transformar : conversaciones con los directores de comunicación de las mejores compañías españolas. Madrid: Pirámide, 2015. ISBN 9788436833218.

Rubio, Joana; Puigpelat, Francesc. Com parlar bé en públic. Barcelona: Mina, 2010. ISBN 9788499301402.

Winkin, Yves; Bateson, Gregory. La Nueva comunicación. 4ª ed. Barcelona: Kairós, 1994. ISBN 8472453243.

Díaz Méndez, Montserrat; González López, Oscar R. La nueva comunicación : conceptos, tendencias y aplicaciones. Madrid: Pirámide, 2013. ISBN 9788436829440.

Complementary:

Comunicación eficaz. Bilbao: Deusto, 2000. ISBN 8423417050.

Others resources:

Hyperlink
IEEE Comunications Society
http://www.comsoc.org/commag/guest-editor-kit