



Code - Course	721104 – Communication skills in a business environment				
Type	Basic training			Year	1 st
Thematic Area	Company fundamentals			Credits	6 ECTS
Professor in charge of the course				Àlex Caminals	
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

This subject focuses on developing advanced skills in business communication, both oral and written. Students will learn to communicate clearly and persuasively in various business contexts, strengthening their ability to influence and collaborate with other professionals. In a highly competitive and globalized business environment, communication skills are critical to professional success. The ability to present ideas clearly, write concise and effective reports, and participate in networks of contacts are indispensable skills for any professional. This course prepares students to face these challenges, improving their confidence and effectiveness in communication.

At the end of the course, students will be able to demonstrate advanced skills in business communication. They will learn how to communicate effectively, using body language appropriately and speaking in public with confidence. They will also acquire skills in writing reports and other written documents, and in preparing effective presentations. In addition, they will develop important social communication skills for networking, allowing them to build and maintain a network of professional relationships.

The subject initially focuses on developing students' oral communication skills. Once the objectives in this area of communication have been achieved, this knowledge will be applied together with some specific elements to written communication. During the course, students will carry out several activities to put into practice what they have worked on during the sessions.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M02H1- Demonstrate advanced business communication skills, including writing effective reports and presentations.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC07, TH10, TH11, TS07*. They are all available for consultation [in this link](#).



ACADEMIC CONTENTS

1. Communication

- 1.1 What is communication?
- 1.2 Principles of effective communication
- 1.3 How to give feedback

2. Oral communication: Speeches and debates

- 2.1 Discourse structures
- 2.2 Adapting the message to the audience
- 2.3 Capturing the audience's attention
- 2.4 Defining the objective of the speech
- 2.5 Use of body language: The multi-sensory message
- 2.6 Use of the voice: Enrichment of communication
- 2.7 Use of the stage: Transporting the audience to the story
- 2.8 Beyond the speaker: Pre-registration with the audience
- 2.9 The debate: Positioning, argumentation, Rebuttal and conclusions

3. Written communication: Reports and emails

- 3.1 Effective writing of texts
 - 3.1.1 Writing of corporate reports
 - 3.1.2 Sending emails: Corporate and internal
- 3.2 Using Visual Support
 - 3.2.1 Using Slides (Microsoft PowerPoint)
 - 3.2.2 Other Visuals

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Presentation of a proposal: make a proposal for improvement in the field of hospitality.
- Preparation of a speech: design an oral speech by using the methodology presented during the sessions of the subject.
- Prepared speech: deliver a speech on a specific topic related to hotel management to a wide audience. In this speech, the different techniques presented during the course should be used.
- Mentoring: conduct an oral evaluation of a student on the activity "Prepared Speech"
- Write a report: Write a report on a specific topic related to hotel management aimed at a specific recipient.



ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline ¹
Presentation of a proposal (written)	Grupal	20%	20%	7th week
Preparation of a speech (written)	Individual	10%	10%	9th week
Prepared speech (oral)	Individual	40%	40%	10-12th week
Mentoring (oral)	Individual	10%	10%	10-12th week
Write a report (written)	Individual	20%	20%	13th week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Borg, J. (2008). "Body Language". Prentice Hall Life.

Dicks, M (2018). "Storyworthy: Engage, Teach, Persuade, and Change Your Life Through the Power of Storytelling". Brilliance Publishing, Inc.

Dream, C. (2014). "The Clown In You". Ediciones Clownplanet.