

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: International Mobility Programmes

Course: Comunicação Organizacional

Academic Year: 2015/2016

Academic year: 2

Number of Credits (ECTS): 4.0

Term: Winter Semester

Attendance: Mandatory

Course Responsible Teacher: Mestre Susana Pinto

Objectives:

Students will be able to work professionally with organizations' internal and external communication.

Students will understand and will be able to work professionally with their own communicative strengths and limitations

Syllabus:

Communication theories and paradigms (concepts, communication process models, effective communication)

Verbal and non verbal communication. Barriers to communication.

Internal organizational communication (concepts, types and functions)

Company's strategic external communication. Concepts, types and functions of PR. Training in PR.

Information and communication campaigns. Desk research. The recipient role in communication. The production of an information and communication campaign for an external company

Objectives:

Evaluation aims - to acquire information about student learning outcomes and competences.

Theoretical knowledge assessment: the correct answer to the task, search for relevant information and finalizing. Independent assessment criteria, scope of work, quality of assessment finalizing, relevance of introduction and conclusions, argumentation and literature list, text coherence, the ability to base on sources, clarity.

Evaluation criteria of an exam: subject topicality, structure, management of attention, appearance, stress management.

Assessment Methods:

Continuous assessment:

2 tests (individual assessment) + Final project (work group)

or Final assessment

Final Exam

References:

2009 STANTON, Nicky Mastering Communication Palgrave Macmillan

2011 THILL, John V; Excellence in Business Communication

2011 BARRETT Deborah J Leadership Communication

2001 HYNES, Geraldine E Managerial Communication Ms Graw Hill

Mestre Susana Pinto

S. Mamede Infesta, 3 de Novembro de 2015