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| <b>POLI</b><br>ESCOLA SUPERIOR<br>TECNOLOGIA<br>GESTÃO<br><b>TÉCNICO</b><br><b>GUARDA</b> | <b>SUBJECT DESCRIPTION</b> | <b>MODELO</b><br>PED.013.03 |
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|   |                        |                          |            |              |              |   |
|---|------------------------|--------------------------|------------|--------------|--------------|---|
| Course  | HRM                    |                          |            |              |              |   |
| Subject   | Business Communication |                          |            |              |              |   |
| Academic year   | 2023-2024              | Curricular year          | 1st        | Study period | 2nd semester |   |
| Type of subject   | Compulsory             | Student workload (H)     | Total: 168 | Contact: 60  | ECTS         | 6 |
| Professor(s)  | Ana Margarida Oliveira |                          |            |              |              |   |
| <input checked="" type="checkbox"/> Area/Group Coordinator<br><input type="checkbox"/> Head of Department |                        | PhD Amândio Pereira Baía |            |              |              |   |

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

It is intended that students:

- Understand the importance of communication for the company;
- Recognize the importance of Public Relations as a management tool;
- Identify stakeholders, goals, strategies, positioning, media and public relations types;
- Create operating conditions for the elaboration of a project of Public Relations;
- Understand the Global Communication Policy.

### 2. PROGRAMME

Chapter 1 – The Communication

Chapter 2 – Global Policy for Communication

Chapter 3 – Identity and Image

Chapter 4 – The Public Relations (PR)

Chapter 5 – Events Organization

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, developed through the syllabus, aims to foster the overall education of the future professional in Human resources management. Students will become aware of the need to know how to be and how to behave as well as to knowhow to do, both operationally and instrumentally. In the end, the student should be able to work productively in the application of the principles of business communication.

### 4. MAIN BIBLIOGRAPHY

Cornelissen, J. (2017). Corporate Communication: a guide to theory and practice. London: Sage Publications.

Guffey, Mary et all. (2018). Essentials of Business Communication. 1st ed., Nelson Education Ltd. London.

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Product Manager's Field Guide: practical tools, exercises and resources for improved product management, McGraw-Hill.

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodology for this curricular unit is based on principles of theoretical and practical training, specifically lecture, debate, individual research and case studies.

Valuation method:

- Continuous evaluation

Continuous evaluation consists of carrying out group work (two to three elements), with 100% weightings and mandatory oral defense.

It also includes the performance of work in the classroom context.

- Non-continuous evaluation

Students who have not opted for continuous evaluation or who have not obtained a minimum score of ten (10) values will be subjected to examination.

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To reach the proposed objectives, the methodology for this curricular unit is based on principles of theoretical and practical training. The methods and teaching techniques for class sessions include using the affirmative method through technical lectures and demonstration, the group interaction method with role play, with the teacher's responsibility focused on reinforcing learning and the coordination of the practical tasks related to business communication.

## 7. ATTENDANCE

No compulsory attendance regime.

## 8. CONTACTS AND OFFICE HOURS

E-mail – [aoliveira@ipg.pt](mailto:aoliveira@ipg.pt)

Telephone: +351 271 220 111 – ext.1260; Office 60.

Office hours attendance: Monday – 15.30h - 18.00h

## DATE

29 de fevereiro de 2024

## SIGNATURE

Professor

Ana Margarida Oliveira