UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Communication

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Human Resource Management

3. Cycle

1st

4. Course Unit

Communication (11308)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES

12. Assistants

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

13. Teaching Language

Portuguese

14. General Objectives

1. Explain communication and the significance of organizational communication.
2. Describe the components of communication.
3. Identify the common forms of written and oral communication.
4. Explain the directions that make up the formal communication network.
5. Communicate ethically.
6. Plan, conduct, and participate in a business meeting.
7. Knowing how to ompose a persuasive message.
8. Determine an appropriate report structure.
9. Plan and organize a presentation.

15. Specific Objectives

1. Sharing of good practices and specificities of communication developed in the corporate, advertising, social networks, and Public Relations context.
2. To understand the impact of contemporary communication theories on the emission and reception of messages.

16. Skills to be acquired

Knowledge of different communication techniques to be developed according to the medium and the target audience, as well as a broad perception about the current theories that address mass communication.

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17. Teaching Methodology

The teaching method is developed from a theoretical emphasis to a practical component, based on theoretical-practical classes and tutorials and includes the following pedagogical instruments: teacher presentations, analysis and discussion of texts, practical exercises, applied research work, with subsequent presentation and discussion in the classroom.

18. Course Unit Program

1. communication Theory
1.1 Concept
1.2 Schools and theories of communication
1.3 The components of communication
1.4 Verbal communication
1.5 Directions of communication
1.6. Barriers to communication
1.7. Organizational communication
1.8. The impact of technology on communication
2. Contemporary Issues in Business Communication
2.1 Communication in working teams
2.2 Communicating in a diverse environment
2.3 Ethics and communication
2.4 Communication via email
3. Interpersonal communication
3.1 Nonverbal communication
3.2 Business meetings
4. Developing Business Writing Skills
4.1. The writing process
4.2 Revising your writing
5. Correspondence
5.1 Routine messages
5.2 Persuasive messages
6. Report writing
6.1 Report planning and data management
6.2 Writing the report
7. Oral Communications
7.1 Making oral presentations
7.2 Planning and organizing the presentation

19. Assessment Methods

2 Continuous Assessment Tests + Group Work

20. Didactic Resources

Slides
Bibliography
Multimedia materials

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21. Sustainability Objectives

ODS 4, ODS 8, ODS 12

22. Keywords

Communication
Marketing
Creative Writing
Theories

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23. Main Bibliography

Author(s):	Scot Ober		
Title:	Contemporary Business Communication		
Edition:	7th Edition	Year:	2009
Local:	New York		
Publisher:	Houghton Mifflin Company		

Author(s):	Mauro Wolf		
Title:	Teorias da Comunicação		
Edition:	3	Year:	1994
Local:	Lisboa		
Publisher:	Editorial Presença		

Author(s):	Stephen W. Littlejohn		
Title:	Fundamentos Teóricos da Comunicação		
Edition:	1	Year:	1982
Local:			
Publisher:	Zahars Editores		

24. Complementary Bibliography

Author(s):	Scandura, T & Weinberg, F.		
Title:	Management Today		
Edition:	2nd Edition	Year:	2025
Local:	UK		
Publisher:	Sage		

Author(s):	Mações, M. & Román-Portas, M.		
Title:	The Effects of Organizational Communication, Leadership, and Employee Commitment in Organizational C		
Edition:	Commubication &	Year:	2022
Local:	(35)2, 89-100		
Publisher:	Universidade de Navarra		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMUNICAÇÃO': Academic Year 2024/2025
Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
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