



PRESENTATION

Brief description:

Business communication gives students a thorough grasp of the principles involved in business communication. It makes them familiar with the most usual formats and genres through which spoken and written communication is carried out in the business context. Finally, Business Communication gives them practice in the essential areas of: presentation, intercultural communication, marketing and crisis communication.

- **Grade:** International Degree of Management, Global Management and Law Double Degree
- **Módulo/Materia:** Elective
- **ECTS:** 6
- **Course, semester:** 3rd, 4th, 5th, 6th - First semester
- **Subject:** Elective
- **Professor:** Xavier Oliver
- **Language:** English
- **Aula, Horario:** Tuesdays, 12:15-13:30 - Room 13 (Communication Faculty) /
Wednesdays 8:00-9:30 - Room 10 (Amigos)

LEARNING OUTCOMES (Competencies)

Basic Competencies (Management)

BC2. Students must know how to apply their knowledge to their work or vocation in a professional way and must have the competences that are usually demonstrated by means of preparing and defending arguments and solving problems within their area of study.

BC3. Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific and ethical topics.

BC4: Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.

BC5: Students must develop the learning skills required to undertake subsequent studies with a high level of independence.

General Competencies (Management)

GC1. To be familiar with different areas of the theory and/or application of economic analysis.

GC2. To identify, integrate and use the knowledge acquired to argue, discuss and solve relevant problems in economics and/or business.

GC3. To prepare professional reports and/or multimedia presentations on topics related to economics and/or business.

GC4. To use independent critical reasoning on relevant topics in economics and business.

GC5. To communicate results and analysis either orally or in writing that are useful to economics and business.

GC6. To be familiar with the different contexts in which their work is carried out: the circumstances, markets and historical, legal or human context.



GC7. To analyse the process of defining and implementing goals and/or strategies in the company.

GC8. To develop expectations, describe scenarios and make estimates using relevant information for the company.

PROGRAM

1. **Introduction to Brand Management.** The Value Theory. The Circles of Influence and the Arrow Point
2. **The Art of Possibility and the Downward Spiral.** Discussion about Benjamin Zander's Ideas.
3. **Workshop.** Learnings from Benjamin Zander
4. **Case: Apple Retail Stores**
5. **Workshop:** Retail as a way of creating Brand Influence. Retail Brands that made it well
6. **Case: BCN Brand case**
7. **Workshop:** Brand Personality and how to create a good portfolio
8. **Case: Corona Beer (short version)**
9. **Workshop:** Beers of the world. Values and diversification processes
10. **Case: Semco**
11. **Workshop:** Managing company democracy
12. **Case: Samia Mazari**
13. **Workshop:** Creating a brand reputation in the B2B context
14. **Case: Etnia**
15. **Workshop:** How to manage distribution through third parties
16. **El Caserío**
17. **Workshop:** How to grow through differentiation. Brand Architecture
18. **Siemens**
19. **Workshop:** Employer Branding as a formula for change
20. **DKV**
21. **Workshop:** service as a diversification and differentiation formula
22. **El Celler de Can Roca**
23. **Workshop:** How to grow without losing the soul.
24. **Final Exam: What we Have Learned,** Individual video assignment

EDUCATIONAL ACTIVITIES

- **Theoretical-practical sessions**

Expected workload:

- Class attendance: 56h
- Class preparation: 140h

ASSESSMENT

ORDINARY CALL

Class Participation: 20%, individual and group exercises: 80%

Class attendance is compulsory (only three absences are allowed). The participation in the case discussions and the workshop presentations in class will be valued (20%)

EXTRAORDINARY CALL



Universidad
de Navarra

Final exam: 100%

OFFICE HOURS

D. Xavier Oliver (xoliver@external.unav.es)

- Meeting via e-mail

BIBLIOGRAFÍA

What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation;

Hamel, Gary; February 2012; **ISBN: 978-1-118-12082-8**

Good to Great.

Collins, Jim; October 2001; **ISBN |9780066620992**

Brands That Dream: Only Companies That Dream Stand Out;

Oliver, Xavier & Serra, Elisenda; July 2013; **ISBN: 9788494106668** It will be provided during the course.