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**COLLEGE OF SOCIAL AND HUMANITIES SCIENCES**  
**BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION**

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**OBJECTIVE:**

To train competent professionals to plan, design, produce, implement and evaluate communication processes at the internal and external levels of public, private, and civil organizations, with an ethical and humanistic perspective, committed to the development of these organizations and society as a whole.

**APPLICANT PROFILE:**

The candidate of the Degree in Organizational Communication, should have the following characteristics:

- Ability to solve problems and reconcile opinions.
- Decision-making capacity.
- Interest in reading and culture in general.
- Provision for human relations and teamwork.
- As for attitudinal features: responsibility, industriousness, interest in the problems of communication, decision making, critical and creative **attitude**.

**GRADUATE PROFILE:**

**Abilities:**

- Development of strategic communication plans to promote their internal and external fluency and efficiency of organizations and institutions.
- Management of favorable working environments in organizations and institutions in such a way that there are no barriers in communication.
- Promotion of the organizational identity and the sense of belonging that allows to provide a shared understanding between all the employees.
- Corporate image projection to its different audiences in order to position, maintain and reinforce the activities and objectives of organizations and institutions within a determined economic and social context.
- Management of internal media for organizational communication to disseminate, implement, systematize and evaluate technical and human subsystems.
- Conduct communication with a perspective of leadership at the internal and external level of the organization to generate benefits both for organizations and institutions and for the environment itself.
- Management of external communication to strengthen links between organizations and their environment through external media management, public relations and lobbying.
- Implementation of audit activities in organizational communication in order to implement the monitoring, follow-up and evaluation of aspects of identity, culture, climate and corporate and institutional image.
  
- Development of diagnoses using the scientific method to identify needs of the public and offer them relevant communication solutions in companies and institutions.
- Correct and clear oral and written expression, both in their mother tongue and in English at the basic level to establish communication in organizations, within and outside their territorial borders.

**Knowledge:**

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- Strong theoretical bases in the field of communication in general and organizational communication in particular.
- Theoretical bases for the conduction and management of the internal and external communication of the organizations.
- Techniques of integration of teams and work groups in the various areas of the organization.
- Selection and direction of internal and external media for organizational communication.
- Human and social behavior of organizations.
- Philosophy and corporate, institutional and social culture.
- Methodologies of diagnostic investigation of organizational communication.
  - Theories of signs and perspectives of message significance.

**Attitudes:**

- Sensitivity to communication processes.
- Analytical and critical of the environment.
- Empathy for different interlocutors.
- Respect and tolerance towards others.
- Spirit negotiator and conciliator.
- Adapting to changing contexts.
- Confronting conflict situations.
- Propositional and proactive.
- Provision for teamwork.
- Ethics in professional performance.
- Commitment and social responsibility.

**Values**

- Autonomy and social responsibility
- Pluralism
- Humanism
- Quality

**PROFESSIONAL FIELD:**

The fields for the exercise of this profession are organizational identity and culture, corporate image, organizational climate, public relations, internal communication and external communication. In addition to working in areas of communication of organizations performing the above activities or can work as a consultant, consultant, researcher or analyst.

It can therefore be incorporated into private organizations, non-governmental organizations, social clubs, public and social assistance institutions, state secretariats, para-state enterprises and public and private schools.

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**DURATION:**

Ten semesters.

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**CENTER OF SOCIAL AND HUMANITIES SCIENCES**

**DEGREE IN ORGANIZATIONAL COMMUNICATION**

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**CURRICULUM**

FIRST SEMESTER

SUBJECTS	H / T	H / P	C	CENTER	DEPT
COMMUNICATIVE COMPETENCES	2	3	7	CCSYH	COMMUNICATION
FUNDAMENTALS OF COMMUNICATION	5	0	10	CCSYH	COMMUNICATION
HUMAN TREATMENT OF INFORMATION	3	2	8	CCSYH	PSYCHOLOGY
SEMIOLOGY AND COMMUNICATION	3	2	8	CCSYH	COMMUNICATION
THEORIES OF ORGANIZATIONAL COMMUNICATIONS	5	0	10	CCSYH	COMMUNICATION
PRACTICAL DRAFTING IN THE ORGANIZATION	2	3	7	CCSYH	LETTERS

SECOND SEMESTER

SUBJECTS	H / T	H / P	C	CENTER	DEPT
ORGANIZATIONAL PSYCHOLOGY	3	2	8	CCSYH	PSYCHOLOGY
STRUCTURE OF THE CODES OF COMMUNICATION	3	2	8	CCSYH	COMMUNICATION
THEORIES OF BUSINESS COMMUNICATION	5	0	10	CCSYH	COMMUNICATION
PERSUASIVE COMMUNICATION	2	3	7	CCSYH	COMMUNICATION PSYCHOLOGY
INTERNAL COMMUNICATION I	2	3	7	CCSYH	COMMUNICATION
COMMUNICATION AND ORGANIZATIONAL PERFORMANCE	2	3	7	CCSYH	COMMUNICATION

THIRD SEMESTER

SUBJECTS	H / T	H / P	C	CENTER	DEPT
INTERACTIVE DIGITAL MEDIA PRODUCTION	1	4	6	CCDYC	REPRESENTATION
GRAPHIC COMMUNICATION	1	4	6	CCDYC	REPRESENTATION
METACOMMUNICATION	2	3	7	CCSYH	COMMUNICATION PSYCHOLOGY
MARKETING	3	2	8	CCEYA	MARKETING

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ORGANIZATIONAL IDENTITY	3	2	3	CCSYH	COMMUNICATION PSYCHOLOGY
EFFECTIVE COMMUNICATION WORKSHOP	0	5	5	CCSYH	COMMUNICATION

FOURTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
BUSINESS FUNCTION AND PROCESS ADMINISTRATIVE	2	3	7	CCEYA	ADMINISTRATION
CORPORATE COMMUNICATION I	2	3	7	CCSYH	COMMUNICATION
INTERNAL COMMUNICATION II	2	3	7	CCSYH	COMMUNICATION
SEMIOTICS OF CORPORATE IMAGE	3	2	3	CCSYH	COMMUNICATION
STATISTICS	3	2	3	CCB	STATISTICS
EXTERNAL COMMUNICATION	2	3	7	CCSYH	COMMUNICATION

FIFTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
MARKET RESEARCH	2	2	6	CCEYA	MARKETING
PROFESSIONAL ETHICS	2	2	6	CCSYH	PHILOSOPHY
SEMINAR OF ORGANIZATIONAL PSYCHOLOGY	2	3	7	CCSYH	PSYCHOLOGY
BUSINESS COMMUNICATION	2	3	7	CCSYH	COMMUNICATION
TRAINING AND LABOR COMPETENCES	3	2	3	CCEYA	HUMAN RESOURCES
LABOR AND COMMERCIAL LAW	4	0	3	CCSYH	LAW

SIXTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
METHODOLOGY OF RESEARCH IN COMMUNICATION	2	3	7	CCSYH	COMMUNICATION
CORPORATE COMMUNICATION II	2	3	7	CCSYH	COMMUNICATION
LOGISTICS IN COMMUNICATION ORGANIZATIONAL	2	3	7	CCEYA	HUMAN RESOURCES
SEMINAR OF CONTEMPORARY AFFAIRS	2	3	7	CCSYH	PHILOSOPHY
THEORY AND PRACTICE OF DIRECTIVE SKILLS	2	3	7	CCEYA	ADMINISTRATION
INSTITUTIONAL COMMUNICATION AND COUNCIL	2	3	7	CCSYH	COMMUNICATION

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SEVENTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
ADVERTISING COMMUNICATION	2	3	7	CCSYH	COMMUNICATION
CORPORATE IMAGE	2	3	7	CCSYH	COMMUNICATION
INVESTIGATION WORKSHOP	0	5	5	CCSYH	COMMUNICATION
ORGANIZATIONAL DEVELOPMENT	2	3	7	CCEYA	ADMINISTRATION
ORGANIZATIONAL ENVIROMENT	2	3	7	CCSYH	COMMUNICATION PSYCHOLOGY
AUDIT OF THE COMMUNICATION	2	3	7	CCSYH	COMMUNICATION

EIGHTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
COMMUNICATION PROJECT PRESENTATION TECHNIQUES	1	4	6	CCSYH	COMMUNICATION
INTERVENTION TECHNIQUES	1	4	6	CCSYH	COMMUNICATION PSYCHOLOGY
CORPORATE IMAGE WORKSHOP	0	5	5	CCSYH	COMMUNICATION
SOCIAL AND ORGANIZATIONAL MANAGEMENT	2	3	7	CCSYH CCEY A	COMMUNICATION HUMAN RESOURCES
CONSULTING IN COMMUNICATION	2	3	7	CCSYH	COMMUNICATION
PROFESSIONALIZING ELECTIVE I					

NINTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
INTERCULTURAL COMMUNICATION	2	3	7	CCSYH	COMMUNICATION
MANAGEMENT OF COMMUNICATION ENVIRONMENTS	2	3	7	CCSYH	COMMUNICATION
STRATEGIC DIRECTION OF INTEGRAL COMMUNICATION	2	3	7	CCSYH	COMMUNICATION
SEMINAR OF SOCIAL AND POLITICAL PROBLEMS	2	2	6	CCSYH	SOCIOLOGY
WORKSHOP ON COMMUNICATION AND PUBLIC RELATIONS STRATEGIES	0	5	5	CCSYH	COMMUNICATION
PROFESSIONALIZING ELECTIVE II					

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TENTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
INTEGRATION WORKSHOP	0	5	5	CCSYH	COMMUNICATION
STRATEGIC CONSULTING WORKSHOP	0	5	5	CCSYH	COMMUNICATION
TRAINING OF INTERNAL AND EXTERNAL MEDIA	1	4	6	CCSYH	COMMUNICATION
PROFESSIONALIZING ELECTIVE III					

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**Professionalizing Electives in Open mode**

**Guidance I.** Integral Communication

**Guidance II.** Business development

**INSTITUTIONAL PROGRAMS**

- Professional practices
- Social service
- Tutorials
- Mobility and Academic Exchange
- Promotion of foreign languages
- Humanist Training Program

**ACADEMIC DEGREE REQUIREMENTS**

Qualification requirements are specified in article 156 of the regulation of teaching at the Autonomous University of Aguascalientes as follows:

Once accredited all the materials and requirements set out in the curriculum of the careers of technical, technician and Bachelor's degree, graduates may request the expedition of his title in the Department of Admissions after completing the following:

- I. Student has complied with the requirements of Social Service, humanistic courses, professional practice, and foreign language requirement as defined in the following programs;
- II. Student does not have any debts with the Autonomous University of Aguascalientes;
- III. Student has paid graduation fee required for obtaining a degree; and
- IV. Student has taken the academic degree exam.

Approved by the Honorable University Council in ordinary session celebrated on December 15th, 2011.