
SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

OBJECTIVE:

To shape 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.

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

- 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:

- 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

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

- 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.

The professional 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.

DURATION:

Ten semesters.

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

CURRICULUM

FIRST SEMESTER

SUBJECTS	H / T	H / P	C	CENTER	DEPT
COMMUNICATIVE COMPETENCES	2	3	7	SOC SCI & HUM.	COMMUNICATION
FOUNDATIONS OF COMMUNICATION	5	0	10	SOC SCI & HUM	COMMUNICATION
HUMAN TREATMENT OF INFORMATION	3	2	8	SOC SCI & HUM	PSYCHOLOGY
SEMIOLOGY AND COMMUNICATION	3	2	8	SOC SCI & HUM	COMMUNICATION
THEORIES OF ORGANIZATIONAL COMMUNICATIONS	5	0	10	SOC SCI & HUM	COMMUNICATION
PRACTICAL DRAFTING IN THE ORGANIZATION	2	3	7	SOC SCI & HUM	COMMUNICATION SPANISH LANGUAGE ARTS

SECOND SEMESTER

SUBJECTS	H / T	H / P	C	CENTER	DEPT
ORGANIZATIONAL PSYCHOLOGY	3	2	8	SOC SCI & HUM	PSYCHOLOGY
STRUCTURE OF COMMUNICATION CODES	3	2	8	SOC SCI & HUM	COMMUNICATION

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

THEORIES OF BUSINESS COMMUNICATION	5	0	10	SOC SCI & HUM	COMMUNICATION
PERSUASIVE COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION PSYCHOLOGY
INTERNAL COMMUNICATION I	2	3	7	SOC SCI & HUM	COMMUNICATION
COMMUNICATION AND ORGANIZATIONAL PERFORMANCE	2	3	7	SOC SCI & HUM	COMMUNICATION

THIRD SEMESTER

SUBJECTS	H / T	H / P	C	CENTER	DEPT
INTERACTIVE DIGITAL MEDIA PRODUCTION	1	4	6	DESIGN & CONST	REPRESENTATION
GRAPHIC COMMUNICATION	1	4	6	DESIGN & CONST	REPRESENTATION
METACOMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION PSYCHOLOGY
MARKETING	3	2	8	ECO & ADMIN	MARKETING
ORGANIZATIONAL IDENTITY	3	2	8	SOC SCI & HUM	COMMUNICATION PSYCHOLOGY
EFFECTIVE COMMUNICATION WORKSHOP	0	5	5	SOC SCI & HUM	COMMUNICATION

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

FOURTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
BUSINESS FUNCTION AND ADMINISTRATIVE PROCESS	2	3	7	ECO & ADMIN	ADMINISTRATION
CORPORATE COMMUNICATION I	2	3	7	SOC SCI & HUM	COMMUNICATION
INTERNAL COMMUNICATION II	2	3	7	SOC SCI & HUM	COMMUNICATION
SEMIOTICS OF CORPORATE IMAGE	3	2	8	SOC SCI & HUM	COMMUNICATION
STATISTICS	3	2	8	BASIC SCI	STATISTICS
EXTERNAL COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION

FIFTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
MARKET RESEARCH	2	2	6	ECO & ADMIN	MARKETING
PROFESSIONAL ETHICS	2	2	6	SOC SCI & HUM	PHILOSOPHY
SEMINAR OF ORGANIZATIONAL PSYCHOLOGY	2	3	7	SOC SCI & HUM	PSYCHOLOGY
BUSINESS COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION
TRAINING AND LABOR COMPETENCES	3	2	8	ECO & ADMIN	HUMAN RESOURCES
LABOR AND COMMERCIAL LAW	4	0	8	SOC SCI & HUM	LAW

SIXTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
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SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

RESEARCH METHODOLOGY IN COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION
CORPORATE COMMUNICATION II	2	3	7	SOC SCI & HUM	COMMUNICATION
LOGISTICS IN ORGANIZATIONAL COMMUNICATION	2	3	7	ECO & ADMIN	HUMAN RESOURCES
SEMINAR OF CONTEMPORARY AFFAIRS	2	3	7	SOC SCI & HUM	PHILOSOPHY
THEORY AND PRACTICE OF DIRECTIVE SKILLS	2	3	7	ECO & ADMIN	ADMINISTRATION
INSTITUTIONAL COMMUNICATION AND COUNCIL	2	3	7	ECO & ADMIN	COMMUNICATION

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

SEVENTH SEMESTER

SUBJECTS	H/ T	H/P	C	CENTER	DEPT
ADVERTISING COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION
CORPORATE IMAGE	2	3	7	SOC SCI & HUM	COMMUNICATION
RESEARCH WORKSHOP	0	5	5	SOC SCI & HUM	COMMUNICATION
ORGANIZATIONAL DEVELOPMENT	2	3	7	ECO & ADMIN	ADMINISTRATION
ORGANIZATIONAL ENVIROMENT	2	3	7	SOC SCI & HUM	COMMUNICATION PSYCHOLOGY
AUDIT OF THE COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION

EIGHTH SEMESTER

SUBJECTS	H/ T	H/P	C	CENTER	DEPT
PRESENTATION TECHNIQUES OF COMMUNICATION PROJECTS	1	4	6	SOC SCI & HUM	COMMUNICATION
INTERVENTION TECHNIQUES	1	4	6	SOC SCI & HUM	COMMUNICATION PSYCHOLOGY
CORPORATE IMAGE WORKSHOP	0	5	5	SOC SCI & HUM	COMMUNICATION
SOCIAL AND ORGANIZATIONAL MANAGEMENT	2	3	7	SOC SCI & HUM ECO & ADMIN	COMMUNICATION HUMAN RESOURCES
CONSULTING IN COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

PROFESSIONALIZING ELECTIVE I					
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NINTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
INTERCULTURAL COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION
COMMUNICATION ENVIRONMENTS MANAGEMENT	2	3	7	SOC SCI & HUM	COMMUNICATION
STRATEGICAL LEADERSHIP OF INTEGRAL COMMUNICATION	2	3	7	SOC SCI & HUM	COMMUNICATION
SEMINAR OF SOCIAL AND POLITICAL PROBLEMS	2	2	6	SOC SCI & HUM	SOCIOLOGY
WORKSHOP ON COMMUNICATION AND PUBLIC RELATIONS STRATEGIES	0	5	5	SOC SCI & HUM	COMMUNICATION
PROFESSIONALIZING ELECTIVE II					

TENTH SEMESTER

SUBJECTS	H/T	H/P	C	CENTER	DEPT
INTEGRATION WORKSHOP	0	5	5	SOC SCI & HUM	COMMUNICATION
STRATEGIC CONSULTING WORKSHOP	0	5	5	SOC SCI & HUM	COMMUNICATION

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

INTERNAL AND EXTERNAL MEDIA TRAINING	1	4	6	SOC SCI & HUM	COMMUNICATION
PROFESSIONALIZING ELECTIVE III					

SOCIAL SCIENCES AND HUMANITIES CENTER
BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATION

Professionalizing Electives in Open mode

Guidance I. Integral Communication

Guidance II. Business development

Institutional Programs

- Professional Internship
- Social Service
- Tutorship
- Mobility and Academic Exchange
- Foreign Languages
- Humanistic Education

Degree Requirements

The undergraduate must adhere to the provisions of Chapter XIV of the technical degree, upper technical degree, and undergraduate degree, Article 156 of the General Teaching Regulations that states the following:

"Once all of the subjects and requirements indicated in the curriculum of the technical degree, upper technical degree, and undergraduate degree levels have been fulfilled, the undergraduate may request the issuance of his or her degree in the Admissions, in order to comply with the following elements:

1. To have fulfilled the requirements of social service, humanistic subjects, professional internship, and foreign language as defined in the respective institutional programs;
2. To verify that there are no outstanding debts with the *Universidad Autónoma de Aguascalientes*;
3. To have covered the quota established in the plan of taxation for obtaining a title; y
4. To have taken an exit exam.

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