


**TEACHING GUIDE**  
**BUSINESS AND SOCIAL PROTOCOL**

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y  
COMUNICACIÓN CORPORATIVA (INGLÉS)**

**ACADEMIC YEAR 2024-25**

Date: 03-07-2024




 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**  
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The objective in this subject is to study in detail the social and business protocol. Nowadays, social and business relationships are becoming increasingly sophisticated and complex. Competition and quality are mandatory standards, without which the requirements and demands of the market and the general public can hardly be met. We are increasingly dependent on our social environment and must develop our relationships within and beyond our borders. Companies participate in global markets, increasingly competitive, in which image and prestige play an increasingly important role. Hence the Protocol is put into practice by private companies to bring the art of good work to the business environment.</p> <p>The student will learn the protocol terminology, the different types of events that can be organized in the company, the social protocol and clothing appropriate to each event, taking into account the different cultures of the participants in an international environment, adjusting all involved elements to the context and situation.</p>

III.-Competences
<p><b>Generic competences</b></p> <p>CG1. Ability to organise functions and events for business organisations and institutions            CG2. Ability to apply knowledge to practice            CG3. Ability to analyse, gather and summarise information and data            CG5. Development of autonomous learning in the field of study            CG6. Planning and organisation skills            CG7. Work organisation and business management techniques            CG10. Decision-making and problem-solving skills            CG14. Critical-thinking and self-criticism skills            CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people            CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action</p>
<p><b>Specific competences</b></p> <p>CE1. Knowledge, implementation and use of techniques specific to protocol for all types of functions, and of the staging of institutional and business ceremonies, on an national and international level            CE2. Knowledge of institutional and business protocol techniques, of the rules and practices, of the procedural strategies for the organisation of all types of functions, ceremonies and events            CE6. Planning, structure and management of a protocol department for the organisation of ceremonies and all types of functions and events            CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event            CE11. Knowledge of the professional and business environment related to the practice of the profession            CE20. Determine the logistic and organisational structure of an event. Ability to organise and coordinate teams            CE21. Design, organisation and planning of events, as well as their integral execution            CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations</p>

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**IV.-Contents**

**IV.A.-Syllabus**

Brief description of the contents of the subject:

1. Introduction to the Company's protocol
2. Typology of business events
3. Negotiations techniques in a globalized world
4. Greetings presentations and indimentaria
5. Interculturality in the organization
6. Business protocol and institutional protocol

**IV.B.-Training activities**

Type	Title
Practical / resolution of exercises	Elaboration of group work and presentations in class
Others	Master class
Practical / resolution of exercises	Event organization: protocol issues
Reading	Spanish business news articles and reports



<b>V.-Student workload</b>		
Lecture classes	30	
Practical classes/resolution of exercises, case studies, etc.	20	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	10	
Academic tutorials	8	
Related activities: conferences, seminars, etc.	40	
Preparation of lecture classes	10	
Preparation of practices, exercises, cases studies work	50	
Test preparation	12	
Total student workload	180	
<b>VI.-Methodology and academic programme</b>		
Type	Period	Content
Master classes	Week 1 to Week 13	Master classes
Work placements	Week 3 to Week 13	Practical classes: .
Work placements	Week 1 to Week 13	Event Organization



**VII.-Assessment methods**

**VII.A.-Assessment weighting**

**Continuous ordinary assessment:**

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

**Extraordinary assessment:** Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

**Description of the tests for assessment and their weights.**

**Regular Evaluation:** If the faculty considers that the attendance is obligatory it must be specified with precision. (Note: in order to not admit a student to a test for not complying with the minimum attendance, it must be able to be justified by the teacher using a system of evidence, such as a sign sheet).

The distribution and characteristics of the evaluation tests are described below. Depending on the specific characteristics of each group, the teacher will be able, in the first weeks of the course, to introduce changes that he deems appropriate by communicating it to the Vice-Rectorate of Quality.

**Extraordinary assessment:** Students who fail to pass the regular assessment, or who have not presented themselves, will be subjected to an extraordinary evaluation to verify the acquisition of the competences established in the guide.

**Advance assessment:** Students who wish to take part in the early assessment call will have to meet the requirements established in the URJC Learning Outcomes Assessment Regulations. In the specific case of this subject, a single exam that encompasses the entire subject will be applied as an evaluation method.

**Description of the tests for assessment and their weights:**

50%. SE1. Final written test Liberatory and Reassessable Minimum note 4.

20%. SE4. Evaluation of written group work Liberatory and reassessable Minimum note 4

20%. SE5. Individual or group evaluation of practical work and / or exercises Liberatory and Reassessable . Minimum note 4

10%. SE8. Assessment of attendance and participation in learning Not reassessable

**Evaluation of students with academic exemption**

In order for a student to qualify for this evaluation, he / she must obtain the 'Academic Dispensation' for the subject, which he / she will have asked the Dean or Director of the Center that gives his / her degree. The Academic Dispensation can be granted as long as the peculiarities of the subject allow it.

**Revision of evaluations**

In accordance with the regulation of examination revision of the University Rey Juan Carlos.

**Disabled students or students with special needs**

The Assistance for the Disabled Service, according to the regulations of this Service, approved by the Governing Council of the Rey Juan Carlos University, will provide the guidelines for the curricular adaptations for students with disabilities or special needs, in order to guarantee equal opportunities, non-discrimination, universal accessibility and better academic success. For this reason, this University is required to issue a report of curricular adaptations. In order to do so, disabled students or students with special needs must contact this service to analyze different alternatives.

**Rules of conduct**

See rules of academic conduct

**VII.B. Assessment of students with an academic exemption**

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

**VII.C. Review of assessment tests**

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

**VII.D.-Students with a disability or special educational needs**

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Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

#### **VII.E.-Academic behaviour, academic integrity and honesty**

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

**VII.-Bibliography**

**Referecence Generic**

- El gran libro del Protocolo. Autor: José Antonio de Urbina Editorial: Temas de Hoy (2005).
  - El arte del protocolo. Autor: Fernando Fernández. Editorial Anaya (2002)
  - Protocolo en las relaciones internacionales de la empresa y los negocios. Autora: Carmen Cuadrado Esclapez. Editorial: Fund. CONFEMETAL (2007).
  - El abc en la organización de eventos. Autora: Carmen Cuadrado Esclapez. Editorial: Fund. CONFEMETAL (2015).
  - El protocolo y la Empresa. Autora: Montse Sole Editorial: Planteta (2001).
  - Guía de Estilo, protocolo y etiqueta en la empresa. Autora: Pilar Benito Sacristán. Editorial: WOLTERS KLUWER (2011)
  - Protocolo y Empresa. El ceremonial Corporativo. Autora: María Teresa Otero Alvarado. Editorial: UOC (UNIVERSITAT OBERTA DE CATALUNYA). (2011).
  - Protocolo y organización de eventos. Autora: María Teresa Otero Alvarado. Editorial: UOC (UNIVERSITAT OBERTA DE CATALUNYA). (2009).
  - Protocolo Moderno y éxito Social. Autora: Carmen Losada. Editorial: ALIANZA EDITORIAL (2007)
  - Guía Práctica de buenas maneras. Autora: ARANTXA GARCIA DE CASTRO. Editorial: LIBSA ( 2014)
  - Las buenas maneras: manual moderno de estilo. Autores: FRANCES YOUNG; EDWARD CYSTER. Editorial: PIRAMIDE (2010)
  - Vestimenta y Protocolo. Autor: Ramón Piqué Sans. Editorial: DIFUSION JURIDICA Y TEMAS ACTUALIDAD (2011)
- The Book of Business etiquette after 2022 by John White, march 2022 , Editorial Independtly Published
- Business Protocol: How to survive and succeed in Business by Jan Yagger. Second Edition , feb. 2021 Editorial New Publisher
- An Experts' Guide to International Protocol: Best Practices in Diplomatic and Corporate Relations , 15 April 2016 Editorial: Amsterdam University Press, 2nd Edition

**Reference literature**

**IX.-Lecturers/Teachers/Professors**

<b>Lecturer/teacher/professor´s name</b>	JUAN SOLOGUREN SANCHEZ-FERRAGUT
<b>E-mail address</b>	juan.sologuren@urjc.es
<b>Department/field</b>	Economía de la Empresa
<b>Category</b>	Profesor/a Asociado/a
<b>Subject Coordinator</b>	Yes
<b>Academic tutorial timetable</b>	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
<b>Nº of Quinquenios</b>	0
<b>Nº of Sexenio</b>	0
<b>Nº period for technology transfer</b>	0
<b>Stretch Docentia</b>	0

