EAE Business School Barcelona

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Sociology

Subject: Sociology

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: First

Semester: Second

1. Index

2. Presentation

02.1 Description

The subject of Sociology in the degree of Marketing and Digital Communication aims to give the student a global knowledge of today's society and emphasize the importance of communication in the processes of culture formation.

The objective of sociology (understanding society) is fundamental in the planning and elaboration of communication products. Therefore, the aim is to present the reality of sociological studies as a source of fundamental information and offer the main keys to understanding the current social context.

Understanding society also means being aware that the established order that characterizes it has been socially constructed, and that its composition will depend to a large extent on the agents involved in the elaboration of cultural and symbolic patterns.

02.2 Relevant professional applications

- Knowing the reality of sociological science and the main theoretical paradigms.

- Understand the role of advertising and public relations in the formation process of culture and society.
- To know the social context of the postmodern era and the network society for the optimal creation of advertising and public relations communication products.
- Know the basic methodologies and techniques used in sociological and market research.

3. Learning outcome of the degree

- RAT1 – The graduate will be able to recognize the tasks of the different functional areas within a company or organization, taking into account previous theoretical learning about business structures.
- RAT3 – The graduate will be able to identify economic, environmental, political, sociological and technological factors at the local, national and international levels and their impact on organizations through research-based learning in business environments.
- RAT6 – The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT7 – The student, after completing the Degree, will be able to identify the HR principles and practices of organizations through real-world case study learning

- RAT8 – The graduate will be able to provide a detailed description of the principles of occupational risk assessment as well as the action plans required to implement them in a company.
- RAT9 – The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 – The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT14 – The graduate will be able to apply in an effective way the principles of quality management and continuous improvement of organizations by means of a simulation of the implementation of a quality system in a company.
- RAT15 – The graduate will be able to analyze the possible solutions to a legal problem in the business environment.
- RAT16 – The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT17 – After completing the degree, the graduate will be able to apply techniques to analyze and solve problems in changing business environments through the implementation of challenges and problem-solving methods.
- RAT18 – The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT 19 – The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 – The student will be able to apply the gender perspective in the professional tasks.
- RAT21 – The graduate will be able to verify the economic-financial information of business organizations and institutions with regard to their environment, by analyzing the companies' profit and loss accounts.
- RAT22 – After completing the degree, the student will be able to design work processes to achieve organizational efficiency.
- RAT24 – After completing the degree, the student will be able to design projects for IT services and systems in all business fields.

4. Learning outcomes of the subjects

- RAM1 - The student will be able to properly apply the concepts of sociology to the different social issues through the critical assessment of a practical assumption
- RAM2 - The student will be able to accurately analyze social reality from sociological concepts and techniques, by writing a written exercise
- RAM3 - The student will be able to adequately contrast sociological theories with the different facts of the social context
- RAM4 - The student will be able to assess the contributions of sociological approaches to the study of culture, education, interaction between society and environment, social policy and work in a classroom oral presentation

- RAM5 - The student will be able to correctly interpret relevant data to make judgments that include a reflection on relevant social, scientific or ethical issues, through learning based on a challenge.
- RAM 6 - The student will be able to clearly recognize deficiencies in their own knowledge and overcome them by critical reflection to expand this knowledge, through the performance of role plays in class
- RAM7 - The student will be able to clearly identify social interests and values underlying legal principles and rules, by performing a written exercise
- RAM8 - The student will be able to properly apply human rights, democratic principles, the principles of equality between women and men, and the values of a culture of peace and other democratic values, in discussion exercises with students led by the teacher.

5. Contents

The objective of sociology (understanding society) is fundamental in the planning and elaboration of communication products. Therefore, the aim is to present the reality of sociological studies as a source of fundamental information and offer the main keys to understanding the current social context. In particular:

- Introducción a la sociología
- Socialization process
- Social inequality, poverty and social exclusion
- Gender equality
- Media as socializing agents and their influence on the construction of social reality
- Culture Politics, civil society and social movements in the digital age
- Application through examples and exercises of Corporate Social Responsibility to ensure a better sustainable community and continuity in awareness of its importance.

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents

Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7.   Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects, midterm exam) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades. Students must take the final exam if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a "No Show" overall course grade.

shall be 5,0. In addition, "the grade of the revaluation tests will, in any case, constitute the final grade of the subject". **Thus, only those students who having completed the partial exam, the final exam and have completed 100% of the activities of continuous assessment of the subject, are suspended (final grade of the subject less than 5) will be entitled to the exam."**

Single Evaluation: The single assessment consists of a single examination equivalent to 100% of the grade of the subject. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test.

To benefit from the single assessment, it is necessary to send the teacher a written request during the first 15 working days of the course.

8.   Bibliography

8.1 Basic bibliography

- INGLIS, David. Book Review: What is Cultural Sociology? 2021.

8.2 Complementary Bibliography

Wajcman, Judy. "Esclavos del tiempo". Barcelona: Paidós, 2017.

McGarvey, Darren. "Safari en la pobreza". Madrid: Ed. Capitán

Swing Libros, 2019.

Kramer, Catherine. "Más o menos humanos". En: CCCB. +HUMANOS: El futuro de la especie. p. 16-23. CCCB: Barcelona, 2015.

Téllez Infantes, Anastasia. "Igualdad de género e identidad masculina". Elche: Universitas, Universidad Miguel Hernández, 2017.

Losada Díaz, José Carlos. "(No) Crisis. Comunicación de crisis en un mundo conectado". Barcelona: UOC, 2018.

Klein, Naomi. "No logo. El poder de las marcas". Barcelona: Ed.

Planeta, 2011.

LACROIX, M. El culte a l'emoció. Atrapats en un món d'emocions sense sentiments. Barcelona: Edicions La Campana, 2005.

SAMPEDRO, V. 13-M. Multitudes on line. Madrid: Los libros de la catarata, 2005.

VARELA, R. Cultura y poder. Una visión antropológica para el análisis de la cultura política. Barcelona: Anthropos, 2005.