

WORK PLAN

DISTANCE LEARNING MODE

Semester 2027-1

DATOS DE LA ASIGNATURA / COURSE INFORMATION

Licenciaturas:	Business Administration, Accounting, or Computer Science	Semestre: 3°
Nombre:	Interpersonal Communication	
Clave:	0477	
Tipo:	Optativa	
Plan de Estudios:	2024	

ACADEMIC TERM SCHEDULE

Inicio de semestre:	17 de agosto de 2026
Fin de semestre:	11 de diciembre de 2026
Apertura de plataforma para entrega de actividades:	24 de agosto de 2026
Cierre de plataforma:	28 de noviembre de 2026 a las 23:00 hr.
Aplicación de exámenes:	Primer parcial: 12 al 17 de octubre de 2026 Segundo parcial: 23 al 28 de noviembre de 2026
Examen Global PRESENCIAL EN LA FCA, PREVIO REGISTRO OBLIGATORIO	Registro: 17 al 21 de noviembre de 2026 Aplicación: 05 y del 07 al 11 de diciembre 2026



By the end of the course, students will apply the elements of interpersonal communication and its tools for effective expression, considering the relevance of their purposes and contexts.

SPECIFIC OBJECTIVES

By the end of each unit, students will:

1. Recognize the elements involved in communication and their different theoretical frameworks.
2. Distinguish between different types of messages, as well as the influence of personality and culture on their expression.
3. Implement the various skills that constitute active listening.
4. Practice conversational skills in both colloquial and institutionalized interaction settings.
5. Execute effective assertive communication strategies in socio-professional relationships.
6. Identify the situational characteristics of communication in the workplace to establish appropriate communication forms.



COURSE CONTENT

UNIT	TOPIC	THEORETICAL HOURS
1	Elements of Interpersonal Communication	8
2	Types of Messages	10
3	Active Listening	12
4	Conversational Skills	12
5	Assertiveness	12
6	Workplace Communication	10
Total Hours		64

WELCOME MESSAGE

I am pleased to welcome you to a new semester. I will be your advisor for this course, and together we will work to ensure you make the most of the learning opportunities this subject has to offer.

Our work will be developed mainly through the platform, so I suggest you download and carefully review the work plan. In this document, you will find all the activities you need to complete per unit, which will allow you to organize your time and meet the established objectives.

During the semester, you will have access to chat sessions according to the scheduled hours, as well as some mandatory sessions via Zoom—all on the days and times established in this plan (4 hours in total per week): Thursdays, access will be through the chat; Saturdays, access will be through the Zoom session.

These sessions are a space to resolve doubts and reinforce concepts. Attendance at the video sessions is only mandatory when specified in the plan. In addition, we can stay in touch through internal messaging, chat, and the course forum, which are always open to address your questions.

I invite you not to miss the Zoom meetings, as they can be highly useful for clarifying specific doubts and delving deeper into certain topics. I also urge you to review the technical requirements to connect to these sessions and ensure you have the necessary resources. The access link will be shared in the Course Forum and will be exclusive to students enrolled in the 2027-1 semester.

If you have no questions and are progressing through your activities independently, go right ahead! Keep working at your own pace, and remember that I will be here to guide you whenever you need it.

I wish you a semester full of learning and success. I am confident it will be a great academic experience!

COURSE PRESENTATION

Students, this elective course in human development provides you with the knowledge and foundation to optimize your communication skills within your environment across various modalities and through the use of diverse tools. Furthermore, it offers the necessary concepts and elements to better understand the phenomenon of interpersonal communication as a means of professional interaction.

It is a pleasure to work with you. I will be your advisor for the current semester. As our work will be conducted virtually, it is essential that you download the course syllabus to familiarize yourself with the required activities for each unit. All course assignments will be submitted through this same platform.

Six mandatory synchronous sessions are scheduled via the Zoom platform throughout the semester; all will be held during our designated class time. These sessions will serve as a forum to discuss key topics, engage in collaborative activities, and address any questions that may arise from your study of the supporting materials.

I wish you every success this semester. Welcome!

1. Importance of this course.

Effective interpersonal communication is not just a desirable competency but a necessity in professional and academic environments. Speaking with clarity and confidence, structuring ideas, and using visual tools are skills that will make a difference in your field. This course will enable you to master these competencies, contributing to your personal and professional growth.

2. Application in academic and professional activity.

We have no doubt that learning and developing skills and abilities related to interpersonal communication result in useful tools for optimal academic and professional performance in any field of the Economic and Administrative Sciences. Furthermore, this subject helps boost students' potential for success, as better interpersonal communication always contributes to improving processes and outcomes within any company or organization.

3. Connection with other areas.

This course complements research, writing, and teamwork skills. For example, when structuring a speech, you will apply critical analysis and argumentation skills learned in other subjects. Furthermore, techniques in oral expression and nonverbal communication will strengthen your ability to excel in evaluations, job interviews, and professional event presentations. In this course, you will not only learn about public speaking technique, but also about the connection and empathy required to create an impact on people. I encourage you to take full advantage of every activity, to practice consistently, and above all, to enjoy the process of becoming more effective communicators.

In this course, you will not only learn about public speaking techniques, but also about the connection and empathy needed to truly impact people. I invite you to make the most of every activity, practice constantly, and, above all, enjoy the process of becoming better communicators.

HOW STUDENTS SHOULD PREPARE FOR THE COURSE

Two sessions are scheduled per week, sometimes combining chat and Zoom (four hours per week in total). The sessions via Zoom or Moodle will be highly useful for conducting exercises, hearing from you, and reviewing your academic work. Connecting to Zoom is mandatory only when the learning activity specifies it; otherwise, I will be available in the chat to answer your questions. You must complete all the activities outlined in the work plan, as they are integrated into your final grade. Therefore, it is crucial to keep the due dates in mind. References and Bibliography: When an activity requires searching the internet or a book, you must include the reference and/or bibliography. This is extremely important; failing to do so will negatively affect your grade for that assignment.

The platform can still receive assignments after the due date has passed during the late-submission period. However, assignments that are not submitted on time will not be graded. Please keep in mind that activities on the platform are graded out of a maximum of 10 points for work that is excellently done and submitted on time.

Each activity has a specific percentage value, as indicated in this work plan. It is important that you track your grades and their corresponding points, as the platform does not display your actual running average.

To pass the course:

1. You must complete the activities requested in this work plan, according to the following characteristics:
 - a) Assignments must include a cover page and use legible black font.
 - b) Research activities must be your original work (written in your own words).
 - c) Consult at least three bibliographic sources (books, articles, videos) and list them in APA format at the end of each task to avoid plagiarism.
2. You are only required to connect to the chat if you have specific questions; attendance is not mandatory for you.
3. Ensure your activities are completed correctly from the start, as there is no possibility of resubmitting them.
4. IMPORTANT: There is a one-week grace period for late submissions, with a maximum grade of 8.0.
5. I will review your activities, and you will receive a grade and feedback.
6. When completing your activities, you must pay close attention to spelling and use official sources such as books, journals, or articles. Remember to use APA format for citations and do not engage in plagiarism. Here are some helpful links:

https://normasapa.in/#google_vignette

https://suayedfca.unam.mx/assets/images/pdf/tedigo_como/como_no_cometer_plagio.pdf

<https://suayedfca.unam.mx/assets/images/pdf/>

7. Examinations:

Please review the dates carefully, as there will be no opportunity for make-up exams if you miss them.

In the event that you do not pass the course through partial exams and assignment submissions, you may opt for the Global Exam. This exam must be taken in person at the FCA laboratories and requires prior registration. It is important to remember that by taking this exam, you waive all previous grades earned from assignments and partial exams, as the final grade will be based entirely on the weighting established in this work plan. It is your responsibility to register and complete all necessary steps for its application.

About use of Artificial Intelligence (AI):

If you choose to use Artificial Intelligence tools during the preparation of their assignments, they must clearly reference the tool used and explain how it contributed to their work. Assignments generated entirely by AI will receive a grade of zero, unless the activity explicitly requires the use of AI.

Please remember that AI should be used as a support tool to enhance your academic activities, generate ideas, or deepen your understanding of a subject. It is not permitted to submit results generated by these tools directly without critical analysis or personal input, as this does not contribute to the development of your skills.

It is important to note that information provided by AI may not be fully accurate, may be outdated, or lack proper context. Therefore, always verify the information obtained before including it in your academic work. Using AI responsibly and ethically will strengthen your learning and academic development.

Example AI citation:

As part of the body/content of the work/text:

- "ChatGPT was used to obtain initial ideas on the topic, which were then adapted and supplemented with academic sources."
- " The initial outline design was supported by the Canva tool, and the visual elements were subsequently created and edited."

Bibliography or references:

- Canva. (2024). Canva Design Tool. Available in: <https://www.canva.com>.

SEMESTER ACTIVITIES

ACTIVITIES DESCRIPTION					
Unidad 1	Actividad 1	Fecha de entrega:	29 de agosto	Valor:	5 %
<u>Mandatory Zoom Session</u> For this first video call session (2 %), we will complete a personal introduction exercise where everyone will share information about themselves. Afterward, we will evaluate how much data we were able to retain and replicate. Write a personal introduction in advance (3 %) including: a) Name, age, and any other occupation you may have b) Personal interests and hobbies c) Expectations for the course in general d) A brief description of: "an ideal weekend or vacation for me" The written text must not exceed half a page and must be uploaded to the platform before the session. This will also help us get to know each other and clarify any questions regarding the semester's development.					
Unidad 1	Actividad 2	Fecha de entrega:	3 de septiembre	Valor:	5 %
Topic: Human Communication In the suggested bibliography, locate the definitions of the theories of human communication (Aristotelian rhetoric, information theory or the mathematical theory of communication, Berlo's model, person-centered approach, interactionist approach). Review and analyze them, and subsequently: a) Explain in your own words what they consist of and add an opinion on how they are useful in our daily lives. b) Create an initial graphic mind map highlighting the most relevant elements and components of the various theories.					

- c) Choose a real-life example and analyze it using one of the theories as a filter.
- d) The explanation, mind map, and case study must be submitted in a single PDF document. Keep in mind the guidelines for AI usage outlined in the introduction of this plan. The reference sources are of your choosing, but do not forget to include them at the end.

Unidad 2	Actividad 1	Fecha de entrega:	10 de septiembre	Valor:	5 %
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Topic: Types of Messages

1.1 Describe in writing the different types of messages that exist, according to the suggested bibliography. Then, find a video on YouTube where a person delivers a message (for example, a political speech, a concert, or a TED Talk) and analyze its content using the reviewed concepts regarding messages. Specify the type of message, sender, receiver, intent, and cultural and personality referents.

1.2 Read *Foundations of the Theory of Signs* by Charles Morris (Paidós, 1985), and write a summary of between 600 and 900 words covering the most relevant concepts developed in the text.

Unidad 2	Actividad 2	Fecha de entrega:	12 de septiembre	Valor:	5 %
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Mandatory Zoom Session

Redesign the YouTube message you chose in activity 1.1 so that you can present it in an optimized way during the session (3 %). The objective is to make the message clearer, more effective, and more assertive. At the end, you will explain what changes you made and how the message improved. If your previous video does not lend itself to improvements, you may choose a different video. You must upload a one-page document to the platform explaining the changes you made (2 %).

Unidad 3	Actividad 1	Fecha de entrega:	24 de septiembre	Valor:	5 %
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Topic: Active Listening

1.1 Review the concept of "active listening" and identify two videos or social media content pieces as examples where: 1) active listening is successfully practiced, and 2) active listening is not practiced. Argue your points based on the signs or cues you identified to determine whether it occurs or not in your examples. Write down your ideas in a 400-word document and include the links to the videos or reels.



1.2 Reflect on how active listening can improve (or hinder, if not practiced) a social process with which you are familiar (e.g., student-teacher relationship, romantic relationship, doctor-patient relationship, friends, family, etc.). Write your reflection in 500 words. With the help of specialized bibliography and an Artificial Intelligence tool, develop a set of seven recommendations to improve active listening in scenarios like the one you chose. Describe which AI you used and the prompt you provided.

Unidad 3	Actividad 2	Fecha de entrega:	26 de septiembre	Valor:	5 %
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Mandatory Zoom Session

Live Activity. You will listen to various video messages and live presentations during the session. At the end, questions will be asked regarding these messages to evaluate how we listened to them and whether we applied active listening.

Unidad 4	Actividad 1	Fecha de entrega:	8 de octubre	Valor:	5 %
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Topic: Social Interaction

Create a conceptual chart or an infographic defining: colloquial interaction, institutionalized interaction, characteristics of conversation, and conversational competence, according to the suggested or additional bibliography.

Unidad 4	Actividad 2	Fecha de entrega:	10 de octubre	Valor:	5 %
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Mandatory Zoom Session

During the session (3 %), analyze the following interactions according to the concepts you learned in this unit and share your impressions of both. You will look for the context surrounding both cases and investigate what happened after they took place. Write a personal opinion about the videos of at least one page (2 %), incorporating concepts from the reviewed theories, and upload it to the platform in PDF format.

- <https://www.youtube.com/watch?v=m4vJpJNwb4g>
- <https://www.youtube.com/watch?v=oWMTGBeae8o>
- <https://www.youtube.com/watch?v=FohVla0mtKY>

Unidad 5	Actividad 1	Fecha de entrega:	15 de octubre	Valor:	5 %
Topic: Assertiveness Read the myth of Icarus and, based on the concepts of passive, aggressive, or neutral assertiveness, analyze the type of communication each character uses and how it worked for each of whom. Write a 500-word reflection on how the concept of assertiveness relates to the story and how you could apply it to a real-life scenario.					
Unidad 5	Actividad 2	Fecha de entrega:	29 de octubre	Valor:	5 %
Topic: Assertiveness (Video Analysis) Observe and analyze the following video based on assertiveness strategies and techniques (fogging, self-disclosure, negotiation, and broken record). In a 600-word text, describe which techniques you were able to identify and which ones you would have suggested any of the participating characters use. Video: https://www.youtube.com/watch?v=pX2zvfD6GCY					
Unidad 5	Actividad 3	Fecha de entrega:	7 de noviembre	Valor:	10 %
<u>Mandatory Zoom Session</u> <u>Collaborative Activity.</u> A scenario will be presented during the session to be worked on in teams.					
Unidad 6	Actividad 1	Fecha de entrega:	12 de noviembre	Valor:	5 %
Topic: Organizational Communication					

Create a synoptic chart or an infographic describing the key concepts of this unit: formal communication; internal communication in organizations (upward, downward, horizontal); interpersonal communication in teamwork; communication before large audiences; and communication through technological resources. Submit your assignment as a PNG, PDF, or JPG file.

Unidad 6

Actividad 2

Fecha de entrega:

21 de noviembre

Valor:

5 %

Mandatory Zoom Session

During this session, you will present a video (3 %) of no more than five minutes in length featuring an interview conducted in English with someone who works for a national or transnational company. You must also upload this video to the platform. The interview questions must be oriented toward investigating how internal communication functions within their organization. The interviews will be discussed and commented on during the session (2 %).

TOTAL 70%

SELECTED BIBLIOGRAPHY

Inglés

Beebe, S. A. y Beebe, S. J. (2011). Interpersonal Communication: Relating to others. Pearson Education.

DeVito, J. A. (2013). The interpersonal communication book. Pearson.

Naumovski, V., Dana, L. P., Pesakovic, G. y Fidanoski, F. (2017). Why interpersonal communication is important in public administration. Współczesne Problemy Ekonomiczne, 1(14). DOI: 10.18276/wpe.2017.14-04.

Español

Bolgeri, P. (2018). Comunicación interpersonal. Fundamentos teóricos y actividades prácticas. Editorial Serena.

Briz, A. (2010). Lo coloquial y lo formal, el eje de la variedad lingüística. De moneda nunca usada: Estudios dedicados a José María Enguita Utrilla, 125, 133.

Cestero, A. M. (2017). La enseñanza de la conversación. En A. M. Cestero (Ed.), Manual del Profesor de ELE, Alcalá de Henares, España: Universidad de Alcalá, Servicio de Publicaciones, pp. 1013-1049.

Hernández-Calderón, K. A. y Lesmes-Silva, A. K. (2018). La escucha activa como elemento necesario para el diálogo. Convicciones, 9(1), 83-87.

Zayas, P. (2011). La comunicación interpersonal: Un proceso sociopsicológico en el trabajo y en la vida diaria. Editorial Académica Española.



VIDEOCONFERENCES SCHEDULE

GROUP	ADVISER	DATE	TIME
7321	Luis Fernando Reyes Nolasco	Saturday - 29/08/2026	11:00 a 13:00 h.
		Saturday - 12/09/2026	11:00 a 13:00 h.
		Saturday - 26/09/2026	11:00 a 13:00 h.
		Saturday - 10/10/2026	11:00 a 13:00 h.
		Saturday - 07/11/2026	11:00 a 13:00 h.
		Saturday - 21/11/2026	11:00 a 13:00 h.

EXAMINATIONS

In accordance with the operational methodology of the Study Plan, you are required to complete two partial examinations during the semester. Application dates:

- **Partial exams:**

	UNITS	WEIGHT	DATE
1rst.	1 -4	15 %	12 al 17 de octubre 2026
2nd.	5 y 6	15 %	23 al 28 de noviembre de 2026

- **Global exam**

WEIGHT	Requirement weight	Opening of requirement on platform	Submission of requirement on platform	Date
80 %	20 %	30 de noviembre de 2026	3 al 5 de diciembre 2026	05 y del 07 al 11 de diciembre 2026

- **Requirement for global exam**

A Zoom session will be held to simulate a job interview in English. Students must prepare for it as thoroughly as possible, building upon the interpersonal communication elements reviewed throughout the course. Date: Saturday, November 28. Time: During class hours (11:00 - 1:00 h). Duration: No more than seven minutes per interview. The specific details regarding the scenario and the job opening will be uploaded to the platform in advance so you can prepare accordingly.



PERCENTAGES AND ASSESSMENT AND ACCREDITATION SCALE

Concept	Weight
Learning Activities	60 %
Collaborative activity	10 %
Partial Exams	30 %
Total	100 %

- **Grading scale:**

Range	Score
1.00 a 5.50	5
5.51 a 6.50	6
6.51 a 7.50	7
7.51 a 8.50	8
8.51 a 9.50	9
9.51 a 10.00	10

INSTRUCTOR RESPONSIBILITIES

To support your independent learning process, the advisor has the following responsibilities:

1. Support and Guidance: To assist and guide you in resolving doubts and developing activities through official communication channels.
2. Grading and Feedback: To grade and provide feedback on activities within the educational platform in a period not exceeding eight business days after the deadline established in the calendar.
3. Resource Recommendations: To recommend educational resources to expand your knowledge. Please note that the advisor is under no obligation to provide copies, books, digital files, or direct links to the BIDI (Digital Library).
4. Final Grades: To send final grades individually via email at the end of the semester.

ACADEMIC ADVISOR

Group	Days	Schedule	Name	e-mail
7321	Jueves / Sábado	20:00 a 22:00 / 11:00 a 13:00	Luis Fernando Reyes Nolasco	luisfersuayed@gmail.com

“My biggest fear is that my dreams are too small”

Richard Branson