

CENTRO UNIVERSITARIO DE TECNOLOGÍA Y ARTE DIGITAL



ACADEMIC PROGRAM

COMMUNICATION AND PRESENTATION SKILLS

1. BASIC INFORMATION/GENERAL INFORMATION.

Degree:	Bachelor in Interactive Product Design
Faculty or Centre:	Centro Universitario de Tecnología y Arte Digital (U-TAD)
Area:	Soft Skills
Course:	Communication and Presentation Skills
Year:	First
Teaching period:	First
Type:	Basic Subject
ECTS credits:	6
Teaching modality:	classroom-based course
Language:	English
Lecturer/Teacher:	Susana Rodriguez
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2. SUBJECT DESCRIPTION

Area description

This area refers to the study and practice of the set of communication techniques and skills. In the subjects that belong to this area, content related to philosophical foundations, knowledge of the environment, the philosophy of innovation, business ethics, design and social responsibility, sociology of communication, etc. will be covered in relation to the humanist and generalist orientation of the degree. In addition, the relationship of this knowledge with artistic development will be addressed.

Subject description

This subject belongs to the Transversal Knowledge module within the area of General Skills.

It is an indispensable subject in order to be able to present projects and develop discursive skills adequately, which is why it is of vital importance in the curriculum.

The subject is especially related to those more focused on the oral presentation of group work such as: "Game Theory" or "Game Design".

3. SKILLS AND LEARNING OUTCOMES

3.1 Skills

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods and then turn them into action.

GC5 - Demonstrate initiative and an entrepreneurial spirit.

GC8 - Demonstrate the ability to work in a team.

GC9 - Know how to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

GC12 - Express a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

GC13 - Valuing a sense of ethics in work.

GC14 - Knowing how to work in a team in multidisciplinary environments.

GC15 - Have the ability to organise and plan.

TC1 - Deploy their knowledge, activities and values in cultural, sporting and social fields.

TC2 - Show interest in acts of cooperation and civic solidarity.

SC1 - Know the language necessary to communicate and structure a coherent discourse in the field of sociology, philosophy and psychology in relation to the design of interactive products.

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

3.2 Learning outcomes

Communicate effectively, both formally and informally, in the work environment

Communicate information, ideas, problems and solutions to both specialized and non-specialized audiences

Writing documents specific to their specialty.

To lead a work team motivating its components.

Use methods of problem solving in work teams

4. CONTENTS

- The process of persuasive communication
- Communication tools in digital environments
- Verbal and non-verbal communication.
- Effective Written Communication Techniques
- Presentation techniques
- Fundamentals of Communication Theory.
- Communication, thought and language.
- Peace and democratic values
- Cultural values of the 21st century

5. SUBJECT SYLLABUS:

Theme 1. Introduction to communication

1.1. What is communication?

1.2. Skills and obstacles to communication.

Theme 2. Emotional aspects of communication

2.1. Emotions, signals and interpersonal distance.

2.2. Group communication.

Theme 3. The communication plan

3.1. Internal communication and the communication plan.

3.2 Phases of the communication plan.

6. TRAINING ACTIVITIES AND TEACHING METHODS

Teaching methods

The subject will be developed through the following general methods and techniques, which will be applied differently depending on the characteristics of the subject:

- **Expository method/Master lecture:** the lecturer will develop the contents of the syllabus through master classes and dynamic lectures.
- **Case studies:** analysis of real cases related to the subject.
- **Exercise and problem solving:** students will develop the appropriate solutions by applying transformation procedures to the information available and interpreting the results.
- **Cooperative learning:** students work in groups to carry out tasks collectively.

Training activities

LEARNING ACTIVITIES	Total hours	Hours of attendance	% attendance
Theory classes	33	33	100
Seminars and workshops	5	5	100
Practical classes	20	20	100
Tutoring	3	3	100
Evaluation activities	3	3	100
Study and group work	17	1	5
Self-study and individual work	68	0	0

7. TEMPORAL DEVELOPMENT

Subject	Week
Theme 1. Introduction to communication	1,2,3,4
Theme 2. Emotional aspects of communication	5,6,7,8,9,10
Theme 3. The communication plan	11,12,13,14,15

8. EVALUATION SYSTEM

ASSESSED ACTIVITY	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
SE1 Assessment of participation in class, practicals or projects of the subject.	10%	30%
SE2 Evaluation of assignments, projects, reports, reports, reports	30%	60%
SE3 Objective assessment	30%	70%

Grading criteria:

EVALUATION ACTIVITY	EVALUATION CRITERIA	EVALUATION CRITERIA ASSESSMENT IN RELATION TO THE FINAL GRADE (%)
SE1 Assessment of participation in class, practicals or projects of the subject.	Students will be expected to attend class and also to participate actively and constructively in the discussion of the questions, debates and exercises that are proposed.	10%
SE2 Evaluation of assignments, projects, reports, reports, reports		60%
SE3 Objective assessment	Students will be assessed if they hand in practical work in an original, high quality and collaborative manner and submit it via BB. Students will be assessed for writing and presenting, at the end of the course, a presentation on the topic chosen in class.	30%

General comments on the evaluations/assessments:

- The exam and the Presentation are compulsory, and must be passed with at least a 4 to pass the course.
- The average mark for all assessment elements must be at least 5.

9. LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

- Abozzi, P. (1998). Hablar bien en público. Barcelona: Martínez Roca.
Antunes, C A. (2002). El desarrollo de la personalidad y la inteligencia emocional. Barcelona. Gedisa.
Berckhan, B. (2004). Cómo defenderse de los ataques verbales. Barcelona: RBA.

Recommended references

- Barato, J. (2013). Los Hábitos de un Director de Proyectos Eficaz. Madrid: Díaz de Santos.
Borrell, F. (2001). Comunicar bien para dirigir mejor. La comunicación como forma de ilusionar (2ª edición). Barcelona: Gestión 2000.
Goleman, D. - Boyatzis, R. - McKee, A. (2019). El líder resonante crea más. Barcelona: Biblioteca de Bolsillo.
Losada, J. C. (2015). Comunicación en la gestión de crisis. Lecciones prácticas. Barcelona: UOC.
Sebastián, C. (2000). La comunicación emocional. Madrid: Prentice Hall.
Taylor, J. (2002). La comunicación en el trabajo. Barcelona: Gedisa.

10. Required materials, software and tools

Type of classroom:

Projection equipment and whiteboard

Materials:

Laptop computer
Webcam
Microphone

Software: