804253 - CIL - Communication and Leadership

Coordinating unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Academic year: 2017
Degree: BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory)
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ECTS credits: 6
Teaching languages: Catalan, Spanish

Teaching staff
Coordinator: Silvia Rodriguez-Donaire
Others: Jesús Martínez Bustos

Degree competences to which the subject contributes

Transversal:
CT1a. ENTREPRENEURSHIP AND INNOVATION: Being aware of and understanding how companies are organised and the principles that govern their activity, and being able to understand employment regulations and the relationships between planning, industrial and commercial strategies, quality and profit.
CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.

Learning objectives of the subject

- Understanding of the Business Model concept and application of CANVAS as an agile methodology in the business
- Apply solutions and carry out projects consistent with society and the environment
- Analyse systematically and critically global situations
- Show ability to write reports or structured documents
- Show ability to communicate verbally

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 30h</th>
<th>20.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group: 18h</td>
<td></td>
<td>12.00%</td>
</tr>
<tr>
<td>Hours small group: 0h</td>
<td></td>
<td>0.00%</td>
</tr>
<tr>
<td>Guided activities: 12h</td>
<td></td>
<td>8.00%</td>
</tr>
<tr>
<td>Self study: 90h</td>
<td></td>
<td>60.00%</td>
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</tbody>
</table>
## Content

### BLOC 1: How organization operates

**Learning time:** 10h  
Theory classes: 4h  
Guided activities: 6h

**Description:**  
- Business Model CANVAS  
- Organigrama and rolls of an Organization of the sector (EXTERNAL SPEAKER)

### BLOC 2: Leadership

**Learning time:** 13h  
Theory classes: 3h 20m  
Guided activities: 4h 10m  
Self study: 5h 30m

**Description:**  
- Leadership concept  
- Leadership and management of team work  
- Meeting Management

### BLOC 3: Effective oral communication

**Learning time:** 17h  
Theory classes: 3h 40m  
Guided activities: 6h 40m  
Self study: 6h 40m

**Description:**  
- How to make effective oral presentation  
- Elevator Pitch

### BLOC 4: Interpersonal Communication Skills

**Learning time:** 4h  
Theory classes: 1h 40m  
Guided activities: 2h 20m

**Description:**  
- Interpersonal Communication and assertivity
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**BLOC 5: Negotiation Skills**

**Learning time:** 12h  
Theory classes: 4h 10m  
Guided activities: 5h 20m  
Self study: 2h 30m

**Description:**  
- Techniques and negotiation phases  
- Conflict Management  
- Experiences in VideoGame businesses (EXTERNAL SPEAKER)

**BLOC 6: Effective Writting**

**Learning time:** 4h  
Theory classes: 1h 20m  
Guided activities: 1h 20m  
Self study: 1h 20m

**Description:**  
- Business Writing Communication Skills

**Bibliography**

**Basic:**


**Complementary:**