

Course guide

804253 - CIL - Communication and Leadership

Last modified: 22/06/2023

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan, English

LECTURER

Coordinating lecturer: Villalba, Vicente

Others: Patricio, Romà

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.

TEACHING METHODOLOGY

Collaborative classes: the student participates and collaborates in the different dynamics of the sessions
 Team work: the students work together with other colleagues in a coordinated way to accomplish the activities
 Self-learning: the students fulfill out of the class the requested activities in group or individually

LEARNING OBJECTIVES OF THE SUBJECT

- Understanding of the Business Model concept and application of Value Proposition 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

Type	Hours	Percentage
Guided activities	12,0	8.00
Hours large group	30,0	20.00
Hours medium group	18,0	12.00
Self study	90,0	60.00

Total learning time: 150 h



CONTENTS

BLOC 1: How organization operates

Description:

- Business Model CANVAS
- Value Proposition CANVAS

Related activities:

Deliverable 1

Related competencies :

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.

Full-or-part-time: 25h

Theory classes: 4h

Guided activities: 6h

Self study : 15h

BLOC 2: Leadership

Description:

- Leadership concept
- Leadership and management of team work
- Meeting Management

Related activities:

Deliverable 2

Related competencies :

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.

Full-or-part-time: 22h 30m

Theory classes: 3h 20m

Guided activities: 4h 10m

Self study : 15h



BLOC 3: Effective oral communication

Description:

- How to make effective oral presentation
- Elevator Pitch

Related activities:

Collaborative activities in class
Deliverable 3

Related competencies :

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.

Full-or-part-time: 25h 20m

Theory classes: 3h 40m

Guided activities: 6h 40m

Self study : 15h

BLOC 4: Interpersonal Communication Skills

Description:

- Interpersonal Communication and assertivity

Related activities:

Collaborative activities in class

Related competencies :

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.

Full-or-part-time: 22h

Theory classes: 1h 40m

Guided activities: 5h 20m

Self study : 15h



BLOC 5: Negotiation Skills

Description:

- Techniques and negotiation phases
- Conflict Management

Related activities:

Collaborative activities in class
Deliverable 4

Related competencies :

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.

Full-or-part-time: 32h 10m

Theory classes: 4h 10m

Guided activities: 13h

Self study : 15h

BLOC 6: Effective Writing

Description:

- Business Writing Communication Skills

Related activities:

Deliverable 5

Related competencies :

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.

Full-or-part-time: 23h

Theory classes: 1h 20m

Guided activities: 6h 40m

Self study : 15h



ACTIVITIES

DELIVERABLES

Description:

You will complete 5 deliverables related to the different blocks of the agenda. Each deliverable has its own instructions. These will be delivered in the virtual campus highlighting their delivery dates and the weight on the final evaluation of the course.

Related competencies :

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.

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.

Full-or-part-time: 105h

Laboratory classes: 100h

Guided activities: 5h

GROUP ACTIVITIES

Description:

During the course various group activities are planned that are prepared outside the classroom and will be presented / energized within the classroom to practice oral communication.

Related competencies :

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.

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.

Full-or-part-time: 20h

Theory classes: 5h

Laboratory classes: 15h

INDIVIDUAL ACTIVITIES

Description:

During the course various individual activities are planned. Some of them will be prepared outside the classroom and others will serve to gather attention during the session.

Full-or-part-time: 10h

Theory classes: 5h

Guided activities: 5h



DELIVERY PRESENTATIONS

Description:

During the course, there will be some sessions where the content of the session will be distributed among the different groups. Each of you will be a participant in energizing the session and practicing oral communication. This participation will count as participation in class individually.

Full-or-part-time: 15h

Theory classes: 15h

GRADING SYSTEM

EV3: Random Quizzes (7 Quiz) >> 15%

EV4: Class participation (class activities) >> 10%

EV5: Deliverable 1 (Deliverable 1 + Video: Elevator Pitch) >> 10%

EV1: Partial Exam (Deliverable 2 + PPT) >> 15%

EV2: Final Exam (Deliverable 3 + PPT + Report) >> 40%

EV5: Deliverable 4 (Report) >> 5%

EV5: Deliverable 5 (Report) >> 5%

EXAMINATION RULES.

- If the delivery schedule of the exercises is not met, these will not be evaluated.
- Some partial deliveries are evaluated with a PASS or FAIL. You must accomplish with your delivery to proceed with the exercise.
- There are 7 tests set in the calendar and will be held at the beginning of the session.
- During the sessions a series of evidence will be collected that count as participation in class. It is recommended to attend the sessions.

Students who do not pass the subject through continuous assessment may take the re-assessment exam, as long as they do not have an NP grade. In this exam the qualifications corresponding to the continuous assessment and participation in class will not be re-evaluated (25% of the subject).

BIBLIOGRAPHY

Basic:

- Turk, Christopher; Kirkman, John. Effective writing: improving scientific, technical and business communication. 2nd ed. London [etc.]: E. & F.N. Spon, 1989. ISBN 0419146601.
- Turk, Christopher. Effective speaking: communicating in speech. London [etc.]: E. & F.N. Spon, 1985. ISBN 0419130209.
- Roebuck, Chris. Comunicación eficaz: un manual práctico para pensar y trabajar con inteligencia. Barcelona: Blume, 2000. ISBN 8480763620.
- Cozma, Irina. "Cómo mejorar los equipos de trabajo. Análisis de los éxitos y los fracasos". Capital humano. 2007, núm. 208, p. 96-111.
- Osterwalder, Alexander; Pigneur, Yves. Business model generation: a handbook for visionaries, game changers, and challengers [online]. Hoboken: John Wiley & Sons, 2010 [Consultation: 06/05/2022]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=581476>. ISBN 9780470876411.
- Westall Pixton, Debra; Gil Salom, Luz. Academic and professional speaking: a manual for effective oral communication in English. Valencia: Editorial de la UPV, DL 2004. ISBN 8497056442.
- Osterwalder, Alexander; Papadacos, Trish. Value proposition design : how to create products and services customers want : get started with-- : bad value proposition design : a guide to burning cash, communicating poorly, and spending your short life building stuff nobody wants . Hoboken : John Wiley & Sons, cop. 2014. ISBN 9781118968055.

Complementary:

- Siebdrat, F.; Hoegl, M.; Ernst, H. "How to manage virtual teams". MITSloan management review. 2009, vol. 50, núm. 4.