Guia docent
205243 - 205243 - Comunicació Professional per Enginyers a Través de Realitat Virtual

Última modificació: 24/11/2021

Unitat responsable: Escola Superior d'Enginyeries Industrial, Aeroespacial i Audiovisual de Terrassa
Unitat que imparteix: 756 - THATC - Departament de Teoria i Història de l'Arquitectura i Tècniques de Comunicació.

Titulació:
- GRAU EN ENGINYERIA DE SISTEMES AUDIOVISUALS (Pla 2009). (Assignatura optativa).
- GRAU EN ENGINYERIA ELÈCTRICA (Pla 2009). (Assignatura optativa).
- GRAU EN ENGINYERIA ELECTRÓNICA INDUSTRIAL I AUTOMÀTICA (Pla 2009). (Assignatura optativa).
- GRAU EN ENGINYERIA MECÀNICA (Pla 2009). (Assignatura optativa).
- GRAU EN ENGINYERIA QUÍMICA (Pla 2009). (Assignatura optativa).
- GRAU EN ENGINYERIA DE DISSENY INDUSTRIAL I DESENVOLUPAMENT DEL PRODUCTE (Pla 2010). (Assignatura optativa).
- GRAU EN ENGINYERIA EN TECNOLOGIES AEROESPACIALS (Pla 2010). (Assignatura optativa).
- GRAU EN ENGINYERIA EN TECNOLOGIES INDUSTRIALS (Pla 2010). (Assignatura optativa).
- GRAU EN ENGINYERIA EN VEHICLES AEROESPACIALS (Pla 2010). (Assignatura optativa).

Curs: 2021
Crèdits ECTS: 3.0
Idiomes: Anglès

PROFESSORAT

Professorat responsable: Stephens, Ian Kenneth

Altres:

METODOLOGIES DOCENTS

Participatory lectures
Participation in role plays and simulations
Autonomous learning by means of the resolution of tasks and problems
Autonomous learning of theoretical content
Immersive learning (through Virtual Reality activities with goggles)

OBJECTIUS D'APRENGENTATGE DE L'ASSIGNATURA

Familiarise students with spoken and written professional and technical communication and enable them to communicate effectively in English in authentic situations proper of their workplace settings. These objectives will be approached by immersing students in realistic professional scenarios in an imaginary company, where they will have to participate in different simulations.

Help students develop a range of professional communication skills, equipping them with a range of careers in bi- and multilingual and multicultural environments, thus familiarising students with intercultural competence.

Acquaint students with persuasive communication to effectively outline and communicate an idea for a product, service or project.

Help students deal with job applications to prepare an effective CV, a cover letter and a job interview. Familiarise students with product development processes to help them write an effective feasibility report and participate in meetings. Help students develop and practise their oral presentations skills, and help them write emails and memos, and read regulation documents regarding safety or environmental issues.
**HORES TOTALS DE DEDICACIÓ DE L'ESTUDIANTAT**

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**Dedicació total: 75 h**

**CONTINGUTS**

### Module 1: Starting a new job in an engineering company

**Descripció:**
The scenario in this first module is as follows: You want to land your new dream job in an engineering company. You know it’s tough to go through the selection process, but you’re determined to work on presenting yourself as the best candidate.

**Activitats vinculades:**
- Job adverts/ job offers
- Job applications – CV
- Job interviews
- Meetings (Panel Interview)

**Dedicació:** 25h

Grup gran/Teoria: 10h
Aprenentatge autònom: 15h

### Module 2: Launching a new product

**Descripció:**
The scenario for students is as follows: You now face your first challenge. You’ve been assigned the development of the company’s new product. You’re part of a team in charge of the design and development process of (the product). You’ll start by brainstorming and sketching your product before you present your prototype to the company’s general management board in order to convince them to manufacture the product.

**Activitats vinculades:**
- Writing a feasibility report; participating in informal, team meetings;
- Writing the technical specifications of a product;
- Delivering a persuasive presentation in front of the management board

**Dedicació:** 25h

Grup gran/Teoria: 10h
Aprenentatge autònom: 15h
Module 3: Complying with safety, quality and environmental standards

Descripción:
The scenario is the following: As an experienced engineer in the company, you now have to cope with different problems related to the safety and quality of the product, otherwise you think the company may stand chances of being sued.

Activitats vinculades:
- Meetings & presentations
- Leaflets
- Regulation documents

Dedicació: 25h
Grup gran/Teoria: 10h
Aprenentatge autònom: 15h

SISTEMA DE QUALIFICACIÓ

The final grade will mainly consist of continuous assessment. Assessment will be based on the following activities:
Class participation: 15%
Final task for each module: 45% (15% each task)
Progress tests for each module: 25%
Final written test: 15%

RECURSOS

Altres recursos:
Course materials on Atenea from the I-BEE-VR Erasmus+ Project, "An immersive Business and Engineering English through Virtual Reality"