Course guide  
804253 - CIL - Communication and Leadership

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guided activities</td>
<td>12,0</td>
<td>8.00</td>
</tr>
<tr>
<td>Hours large group</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>18,0</td>
<td>12.00</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

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

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### 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:

Complementary: