240SEL57 - SEL57 - Oral and Written Communication

Coordinating unit: 240 - ETSEIB - Barcelona School of Industrial Engineering
Teaching unit: 756 - THATC - Department of History and Theory of Architecture and Communication Techniques

Academic year: 2019
Degree: ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2012). (Teaching unit Compulsory)
ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2010). (Teaching unit Compulsory)
ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2010). (Teaching unit Compulsory)
MASTER'S DEGREE IN RENEWABLE ENERGIES (Syllabus 2011). (Teaching unit Optional)
ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2013). (Teaching unit Optional)
MASTER'S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Teaching unit Optional)

ECTS credits: 3
Teaching languages: English

Teaching staff
Coordinator: MARTA AGUILAR-PEREZ
Others: MARTA AGUILAR-PEREZ

Prior skills
Students should at least possess the B.2.2 level (upper-intermediate).

Learning objectives of the subject
Acquaint students with spoken and written technical and business communication features and enable students to effectively communicate technical information, both orally and in writing. Raise awareness of purpose, context and audience in order to accommodate the appropriate register (tone and style) to every specific situation. (Technical communication is understood as a form of cooperation between speaker and listener). Persuasive communicative purposes: Selling oneself (job-seeking activities) and selling a business or a product.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours small group:</th>
<th>18h</th>
<th>24.00%</th>
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</thead>
<tbody>
<tr>
<td>Guided activities:</td>
<td>9h</td>
<td>12.00%</td>
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<tr>
<td>Self study:</td>
<td>48h</td>
<td>64.00%</td>
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## Content

### MODULE 1: TECHNICAL AND BUSINESS COMMUNICATION

**Description:**
- Featuring technical communication and business communication.
- Style and Tone: Impersonalisation and tools to improve the writing of technical texts.
- Memo writing and feasibility reports (to present to management on an innovative project)

**Related activities:**
- From a real Case Study based on a Communication failure problem, spot the communicative mistakes and write an improved version of the text.
- Tasks to practise the formal and academic register. Rephrase an informal text into a more formal one (and vice versa).
- Selection and revision of grammatical mistakes usually made by native university students or by (non-native) proficient students.

**Learning time:** 8h
- Theory classes: 8h
- Practical classes: 3h

### MODULE 2: PERSUASIVE COMMUNICATION

**Description:**
- Job-seeking activities: writing a CV, writing the application letter, and the job interview.
- Elevator pitch: sell a business (idea) in a few minutes

**Related activities:**
- Writing the CV and the cover letter.
- Role-play: job interviews and difficult questions.
- Preparing and delivering the elevator pitch in front of classmates.

**Learning time:** 4h
- Theory classes: 1h
- Practical classes: 3h

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## Qualification system

The Communication grade accounts for 50% of the final mark; the other 50% corresponds to technical Entrepreneurship.
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Bibliography

Basic:


Others resources:

Audiovisual material

Resource name

Resource