Course guides
240SEL57 - SEL57 - Oral and Written Communication

Unit in charge: Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management.

Degree:
MASTER’S DEGREE IN RENEWABLE ENERGIES (Syllabus 2011). (Optional subject).
ERASMUS MUNDUS MASTER’S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2012). (Compulsory subject).
ERASMUS MUNDUS MASTER’S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2013). (Optional subject).
ERASMUS MUNDUS MASTER’S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2010). (Compulsory subject).
ERASMUS MUNDUS MASTER’S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2010). (Compulsory subject).
MASTER’S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Optional subject).

Academic year: 2020  ECTS Credits: 3.0  Languages: English

LECTURER

Coordinating lecturer: MARTA AGUILAR-PEREZ
Others: MARTA AGUILAR-PEREZ

PRIOR SKILLS

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

TEACHING METHODOLOGY

This course guides, assesses and trains students on how to carry out their Project of the Year (PoY) that they have to submit at the end of the academic year. The lecturing is primarily given during the fall semester, which finishes with the evaluation of the written project and the oral presentation of the PoY that students have completed so far. In April and later in late May, lecturers (J. Olivella & M. Aguilar) give feedback and assessment to students in the second and final submission of the PoY (April and May-June).

This subject is composed of 2 parts: Technological Entrepreneurship (lecturer J. Olivella) and Communication (lecturer M. Aguilar). The two parts are integrated in the communication (oral and written) the analysis of the technical entrepreneurship project, PoY.

LEARNING OBJECTIVES OF THE SUBJECT

The course is coordinated with the activity of the Project of the Year
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. Informative and Persuasive communicative purposes when orally delivering the project carried out by students called PoY.
STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Hours small group</td>
<td>18.0</td>
<td>24.00</td>
</tr>
<tr>
<td>Guided activities</td>
<td>9.0</td>
<td>12.00</td>
</tr>
<tr>
<td>Self study</td>
<td>48.0</td>
<td>64.00</td>
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</tbody>
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Total learning time: 75 h

CONTENTS

MODULE 2: PERSUASIVE COMMUNICATION

Description:
Elevator pitch: sell a business (idea) in a few minutes and an informative and persuasive presentation of a technical entrepreneurship project.

Related activities:
Preparing and delivering the elevator pitch in front of classmates.

Full-or-part-time: 4h
Theory classes: 1h
Practical classes: 3h

MODULE 1: WRITING SKILLS for engineering technical documents

Description:
Techniques and strategies to improve writing skills (for writing technical and academic texts) addressed to proficient students. Structuring and writing technical texts in the appropriate register in an efficient way.

Full-or-part-time: 2h
Theory classes: 2h

GRADING SYSTEM

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

The Communication Part: based on the oral presentation of the PoY as well as the written project or report that students have to deliver and submit in December, (20%) At the same time, students will also deliver an individual mock presentation (15%) and individually write the initial sections of the report in the suitable register, as well as do shorter activities aiming at improving students' writing skills of academic and technical documents (15%).

BIBLIOGRAPHY

Basic:
RESOURCES

Audiovisual material:
- Resource name. Resource