

804253 - CIL - Communication and Leadership

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Academic year:	2019		
Degree:	BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory) BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory)		
ECTS credits:	6	Teaching languages:	Catalan, Spanish

Teaching staff

Coordinator:	Rodríguez Donaire, Silvia
Others:	Martínez Bustos, Jesús

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.

Learning objectives of the subject

- Understanding of the Business Model concept and application of 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

Total learning time: 150h	Hours large group:	30h	20.00%
	Hours medium group:	18h	12.00%
	Hours small group:	0h	0.00%
	Guided activities:	12h	8.00%
	Self study:	90h	60.00%



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Content

<p>BLOC 1: How organization operates</p>	<p>Learning time: 10h Theory classes: 4h Guided activities: 6h</p>
<p>Description: - Business Model CANVAS - Organigrama and rolls of an Organization of the sector (EXTERNAL SPEAKER)</p>	
<p>BLOC 2: Leadership</p>	<p>Learning time: 13h Theory classes: 3h 20m Guided activities: 4h 10m Self study : 5h 30m</p>
<p>Description: - Leadership concept - Leadership and management of team work - Meeting Management</p>	
<p>BLOC 3: Effective oral communication</p>	<p>Learning time: 17h Theory classes: 3h 40m Guided activities: 6h 40m Self study : 6h 40m</p>
<p>Description: - How to make effective oral presentation - Elevator Pitch</p>	
<p>BLOC 4: Interpersonal Communication Skills</p>	<p>Learning time: 4h Theory classes: 1h 40m Guided activities: 2h 20m</p>
<p>Description: - Interpersonal Communication and assertivity</p>	

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<p>BLOC 5: Negotiation Skills</p>	<p>Learning time: 12h</p> <p>Theory classes: 4h 10m Guided activities: 5h 20m Self study : 2h 30m</p>
<p>Description:</p> <ul style="list-style-type: none"> - Techniques and negotiation phases - Conflict Management - Experiences in VideoGame businesses (EXTERNAL SPEAKER) 	
<p>BLOC 6: Effective Writting</p>	<p>Learning time: 4h</p> <p>Theory classes: 1h 20m Guided activities: 1h 20m Self study : 1h 20m</p>
<p>Description:</p> <ul style="list-style-type: none"> - Business Writing Communication Skills 	

Bibliography

Basic:

Osterwalder, Alexander; Pigneur, Yves. Business model generation: a handbook for visionaries, game changers, and challengers [on line]. Hoboken: John Wiley & Sons, 2010 [Consultation: 17/04/2018]. Available on: <<http://site.ebrary.com/lib/upcatalunya/docDetail.action?docID=10410344>>. ISBN 9780470876411.

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.

Turk, Christopher. Effective speaking: communicating in speech. London [etc.]: E. & F.N. Spon, 1985. ISBN 0419130209.

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.

Turk, Christopher; Kirkman, John. Effective writing: improving scientific, technical and business communication. 2nd ed. London [etc.]: E. & F.N. Spon, 1989. ISBN 0419146601.

Complementary:

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