

## Course guide

### 804253 - CIL - Communication and Leadership

**Last modified:** 20/07/2025

**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:** 2025    **ECTS Credits:** 6.0    **Languages:** Catalan, English

#### LECTURER

---

**Coordinating lecturer:** Villalba, Vicente

**Others:** Villalba, Vicente  
Villalba, Raúl  
Martínez, Soraya

#### 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

---

- To adapt the language and style of communication according to the needs and characteristics of the audience, with flexibility and ability to adapt in different communication situations.
- To show ability to communicate verbally and in writing, with colleagues of the work team.

#### STUDY LOAD

---

Type	Hours	Percentage
Guided activities	12,0	8.00
Hours large group	30,0	20.00
Hours medium group	18,0	12.00
Self study	90,0	60.00

**Total learning time:** 150 h

## CONTENTS

---

### BLOC 1: Leadership

**Description:**

- Leadership concept
- Leadership and management of team work
- Leadership theories
- Meeting Management

**Related activities:**

Deliverable 1  
Midterm Exam

**Full-or-part-time:** 22h 30m

Theory classes: 3h 20m

Guided activities: 4h 10m

Self study : 15h

### BLOC 2: Effective oral communication

**Description:**

- How to make effective oral presentation
- Elevator Pitch
- Verbal Communication
- Non-Verbal Communication

**Related activities:**

Collaborative activities in class  
Deliverable 2  
Deliverable 3

**Full-or-part-time:** 25h 20m

Theory classes: 3h 40m

Guided activities: 6h 40m

Self study : 15h

### BLOC 3: Interpersonal Communication Skills

**Description:**

- Interpersonal Communication and assertivity
- DISK Methodology
- Group dynamics

**Related activities:**

Collaborative activities in class

**Full-or-part-time:** 22h

Theory classes: 1h 40m

Guided activities: 5h 20m

Self study : 15h



#### BLOC 4: Negotiation Skills

**Description:**

- Techniques and negotiation phases
- Conflict Management

**Related activities:**

Collaborative activities in class

Deliverable 4

**Full-or-part-time:** 32h 10m

Theory classes: 4h 10m

Guided activities: 13h

Self study : 15h

#### BLOC 5: Effective Writing

**Description:**

- Business Writing Communication Skills.
- Professional and academic writing.

**Related activities:**

Deliverable 5

**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.

**Full-or-part-time:** 105h

Guided activities: 5h

Laboratory classes: 100h

#### 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.

**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

Guided activities: 5h

Theory classes: 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 (6 Quiz) >> 15%

EV4: Class participation (class activities) >> 10%

EV5: Deliverable 1 >> 10%

EV1: Partial Exam >> 15%

EV2: Deliverable 2 (Report) >> 5%

EV2: Deliverable 3 (Report) >> 5%

EV5: Deliverable 4 (Report) >> 5%

EV6: Final Exam >> 25%

EV6: Oral Dissertation >> 10%

Students who fail will have the chance to take the reevaluation exam. The mark of this exam will replace the mark of the partial and final exams and, in case of passing the course, the maximum final mark will be 5.

Irregular actions that may lead to a significant variation of the grade of one or more students constitute a fraudulent performance of an evaluation act. This action entails the descriptive grade of failure and a numerical grade of 0 for the ordinary global evaluation of the course, without the right to re-evaluation.

If the lecturers have indications of the use of AI tools not allowed in the evaluation tests, they may summon the students concerned to an oral test or a meeting to verify the authorship.

## 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.

## BIBLIOGRAPHY

---

### Basic:

- Osterwalder, Alexander; Pigneur, Yves. Business model generation: a handbook for visionaries, game changers, and challengers [online]. Hoboken: John Wiley & Sons, 2010 [Consultation: 06/05/2022]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=581476>. 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.
- Osterwalder, Alexander; Papadakis, Trish. Value proposition design : how to create products and services customers want : get started with-- : bad value proposition design : a guide to burning cash, communicating poorly, and spending your short life building stuff nobody wants . Hoboken : John Wiley & Sons, cop. 2014. ISBN 9781118968055.

### Complementary:

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