

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	SKILLS AND ABILITIES FOR LEADERSHIP		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	3343
Teaching period:	First-Second semester		
Area:	Communication		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La asignatura pretende poner en camino al alumno hacia su madurez personal: desde el descubrimiento de su vocación y su respuesta a la misma en su ambiente universitario, en el aquí y ahora. Para ello, el alumno desarrollará la capacidad de conocerse a si mismo, trabajando en diferentes ámbitos de la persona: inteligencia, voluntad y afectividad.

La asignatura pretende facilitar a los alumnos las capacidades necesarias para evaluar y desarrollar las principales competencias que configuran el perfil que la Facultad desea para sus alumnos. A través de las diferentes actividades individuales y de equipo que se llevan a cabo, cada alumno podrá valorar sus fortalezas y áreas de mejora para caminar hacia la excelencia.

De este modo, el temario hace un recorrido por las distintas competencias fundamentales para el desempeño excelente de los alumnos en sus distintos ámbitos: personal, académico y profesional.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To debate conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans, and teamwork.

To nurture attitudes of leadership and social responsibility at both a personal and professional level.

Specific skills

To set out reasoned ideas on the basis of argumentation and rhetoric.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours