

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	COMMUNICATION: LEADERSHIP SKILLS AND ABILITIES		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	7615
Teaching period:	Second semester		
Area:	Communication		
Module:	Marketing and Commerce		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

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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 possess initiative, creativity and entrepreneurial spirit.

Capacity for leadership.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

An ability to organise and plan for the purposes of marketing and business management.

To develop oral and written communication skills in one's mother tongue and in a foreign language to be able to build professional relationships with companies in any country.

An ability to learn independently.

Specific skills

To develop effective oral and written communication skills.

To be able to lead teams in line with the basic principles of ethics, social responsibility and justice, generating synergies between the motivation of employees, the service provided to society and the improvement of sales.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

DISTRIBUTION OF WORK TIME

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