

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	LITERARY MASTERPIECES		
Type:	Optional	ECTS credits:	3
Year:	4	Code:	7662
Teaching period:	Eighth semester		
Area:	Anthropology		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

A través de la asignatura, se quiere transmitir la importancia de la Literatura para que el alumno se pregunte y dialogue sobre las grandes preguntas humanas a través de las obras de grandes escritores. De igual manera, se pretende que los alumnos disfruten de la Literatura y les permita experimentarla como una forma de expresión artística apropiada para favorecer el desarrollo integral de la persona.

De igual manera, la asignatura está diseñada para estimular el aprendizaje teórico y práctico de la literatura, a través del estudio de algunas de las principales obras de todos los tiempos, y su aplicación (potencial o ya existente) en las diversas áreas del ámbito empresarial (Recursos Humanos, Responsabilidad social corporativa,

marketing...).

El debate y el diálogo en clase permitirá al alumno profundizar en algunas cuestiones que, sin duda, serán importante en su vida futura tales como: la dicotomía amor-odio, la verdad, el prestigio, la motivación, los ideales, la integridad personal, las relaciones sociales y su propia existencia.

Junto a la formación técnica conviene articular asignaturas que reflexionen sobre el concepto, pensamiento y discurso del mundo y del ser humano. Estas asignaturas proporcionan al alumno una comprensión global sobre qué y quién es el hombre, qué es la cultura y qué aportaciones originales proporciona nuestra cultura occidental en el mundo actual.

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 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.

To have a strong commitment to ethics at work.

An ability to learn independently.

Specific skills

To develop effective oral and written communication skills.

To raise awareness about environmental and social problems, forging attitudes of respect and dialogue with

regard to other cultures and religions in the search for the truth, focussing especially on the values of ecology, equality, peace and democracy.

To identify the ties between today's world and historical events and to acknowledge the need to define the historical framework of any event in order to understand it.

To have knowledge and understanding of Western culture's most important literary creations, both past and present.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours