

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIO-VISUAL BUSINESS CREATION AND MANAGEMENT		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	3046
Teaching period:	Eighth semester		
Area:	Company		
Module:	Organisation and Production of Audio-visual Communication and Multimedia		
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 develop the ability to carry out communicative tasks in a multimedia or audio-visual environment as a freelancer and in self-employment schemes.

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 foster attitudes of leadership and social responsibility both on a personal and professional level.

Specific skills

To gain an understanding of the structure, operation and management of a communications company and be able to identify the processes and techniques involved in managing audio-visual companies in all spheres: production, distribution and display.

DISTRIBUTION OF WORK TIME

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