

Teaching guide

IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	ENTREPRENEURSHIP IN THE COMMUNICATION AND NEWS INDUSTRIES		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	3268
Teaching period:	Seventh semester		
Area:	Company		
Module:	Organisation and Production of Reporting		
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 act as the leader of institutional communication, as the leader of communication management in an organisation or as a website manager, content editor or communication consultant.

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

Specific skills

To gain an understanding of the main debates and media events arising from the world today, how they come about and are disseminated, based on the communication strategies and all manner of interests linked to them.

To gain an understanding of the structure, operation and management of a communications company.

To develop a specific shared social service project.

DISTRIBUTION OF WORK TIME

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