

## 1. OVERVIEW

Subject area	Internships
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	4th
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	First and second semester

## 2. INTRODUCTION

The subject area "Internships" consists of a **practical training period** in companies, public institutions or non-profit organisations, etc., where the student will demonstrate their acquired knowledge and work on real life scenarios.

The objective is to place students in a learning environment within a real workplace, where they can build on and apply their knowledge in an integrative manner, and to involve them in a professional environment. Internships are the best complement for our students in their learning process in higher education, focusing on the acquisition of skills that are suitable for professional practice.

Internships **are carried out in person**, regardless of the delivery mode of the student's degree. From a procedural point of view, the student must prepare a professional CV, using both the training from the subject area's internship page and the advice provided by the careers department. Students can also send their CV to other internships found in other internship search systems.

The company will carry out a selection process with the students who have applied. When a student is selected by a company, an agreement with the company will be signed, so that the student can carry out his or her training program. Throughout the internship, students will have an academic tutor, in addition to a tutor from the company, who will ensure that the student acquires the expected skills.

At the end of the internship period, the student will submit a **Final Project**, which will form part of the evaluation process together with the report/questionnaire issued by the tutor from the company.

## 3. SKILLS AND LEARNING OUTCOMES

**Basic skills (CB, by their acronym in Spanish):**

- LEARNING UNIT 2. Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- LEARNING UNIT 2. Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- LEARNING UNIT 2. Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

**Cross-curricular skills (CT, by their acronym in Spanish):**

- LEARNING UNIT 2. Independent Learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt.
- LEARNING UNIT 2. Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.
- LEARNING UNIT 2. Awareness of ethical values: Ability to think and act in line with universal principles based on the individual's value, contributing to his/her full development and involving commitment to certain social values.
- LEARNING UNIT 2. Information management: Ability to seek, choose, analyse and integrate information from diverse sources.

**Specific skills (CE, by their acronym in Spanish):**

- LEARNING UNIT 2. Knowledge of the specific hierarchical structure of the audiovisual industry at national and international level, as well as the peculiarities of this sector and its role in the global economy.
- LEARNING UNIT 2. Ability to critically analyse, reflect on and explain objective aspects of audiovisual products.
- LEARNING UNIT 2. Ability to apply creative techniques to audiovisual product design in an innovative way.
- LEARNING UNIT 2. Ability to use their own digital tools applied to the generation of multiplatform audiovisual content.
- LEARNING UNIT 2. Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- LEARNING UNIT 2. Ability to set up and create audiovisual companies, being familiar with all the processes related to the business models and distribution of current audiovisual products.
- LEARNING UNIT 2. Ability to innovate, analyse and criticise new proposals and products in the audiovisual media and other aids when creating new audiovisual formats.
- LEARNING UNIT 2. Ability to know and correctly apply the English language both spoken and written in the professional field as a basic tool of the audiovisual industry.
- LEARNING UNIT 2. Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

**Learning outcomes (RA, by their acronym in Spanish):**

- LEARNING UNIT 2. Apply and integrate the knowledge and skills acquired throughout the Bachelor's Degree.
- LEARNING UNIT 2. Solve problems within the field of Communication.
- LEARNING UNIT 2. Demonstrate a high degree of independence and confidence in their own judgement.
- LEARNING UNIT 2. Be flexible and adapt to diverse situations, varied audiences and unclear scenarios...
- LEARNING UNIT 2. Develop skills in people management, budgeting and responsibility.
- LEARNING UNIT 2. Develop skills and abilities that are only acquired through practice, and which focus on attention to people.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes (RA, by their acronym in Spanish)
CB2, CB4, CB5 CT3, CT7, CT8 CE1, CE4, CE6, CE9	LEARNING UNIT 2. Apply and integrate the knowledge and skills acquired throughout the Bachelor's Degree.
CB2, CB4, CB5 CT1, CT3, CT7 CE1, CE4, CE16	LEARNING UNIT 2. Solve problems within the field of Communication.
CB2, CB4, CB5 CT1, CT8 CE15, CE20	LEARNING UNIT 2. Demonstrate a high degree of independence and confidence in their own judgement.
CB2, CB4, CB5 CT3, CT8 CE6, CE15, CE22	LEARNING UNIT 2. Be flexible and adapt to diverse situations, varied audiences and unclear scenarios...
CB2, CB4, CB5 CT7, CT8 CE21, CE22	LEARNING UNIT 2. Develop skills in people management, budgeting and responsibility.
CB2, CB4, CB5 CT3, CT7 CE4, CE6, CE21	LEARNING UNIT 2. Develop skills and abilities that are only acquired through practice, and which focus on attention to people.

## 4. CONTENTS

Internships carried out in institutions or companies in the field of audiovisual communication, where the student can apply all the content and skills developed throughout the degree, demonstrating a high degree of independence.

## 5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Collaborative learning
- Project-based learning
- Simulation environments

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning	Number of hours
Internship in companies	145h
Tutorials	5h
<b>TOTAL</b>	<b>150 h</b>

## 7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
Tutor's report on internship	70%
Student's Final Project for the internship (Report + Reflective Diary)	30%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.