

## 1. OVERVIEW

<b>Subject Area</b>	Communication Skills
<b>Degree</b>	Bachelor's Degree in International Management of Tourism and Leisure Companies
<b>School/Faculty</b>	Social Sciences
<b>Year</b>	1º
<b>ECTS</b>	6 ECTS
<b>Type</b>	Core
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	Blended learning
<b>Semester</b>	1

## 2. INTRODUCTION

The development of communication skills is closely linked with professional success; therefore, this subject area has a direct relationship with all areas of knowledge that use written, verbal and body language as a learning object.

The content promoted the knowledge of the main techniques that will drive the acquisition of communication skills that a university graduate must possess in order to gain better development in their professional life. The subject area promotes the acquisition of tools that better the student's oral and written communication skills.

## 3. SKILLS AND LEARNING OUTCOMES

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

- CB1 - Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner.

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

- CT02 - Self-confidence: Ability to evaluate one's own results, performance and skills with the self-determination necessary to complete tasks and meet any objectives.
- CT04 – Ability to analyse and synthesise: be able to break down complex problems into manageable blocks; evaluate different alternatives and perspectives to find the ideal

solution. Synthesizing serves to reduce the complexity and better understand the situation and/or solve problems.

- CT06 - Oral or written communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.
- CT09 - Interpersonal relationship skills: Ability to hold positive relationships with other people through assertive verbal and non-verbal communication. This means being able to express or communicate what you want, think or feel without discomforting, offending or harming the feelings of other people.

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

- CE7 - Ability to identify and apply innovation, as a fundamental asset for the management and administration of tourist companies: identify trends, lead projects, manage knowledge and quality, encourage internationality, understand and apply social responsibility and environmental concepts etc.

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

- RA1: Define concepts related to the skills required for effective communication in personal development and professional practice.
- RA2: Completion of practical cases which highlight the student's ability to communicate effectively both in written and oral work.
- RA3: Selecting the forms of communication and technological resources that are best suited to each situation.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB3, CB4, CT4, CT5	RA1: Define concepts related to the skills required for effective communication in personal development and professional practice.
CB4, CT4, CT5, CE7	RA2: Completion of practical cases which highlight the student's ability to communicate effectively both in written and oral work.
CB4, CT4, CT5, CE7	RA3: Selecting the forms of communication and technological resources that are best suited to each situation.
CB2, CB3, CB4, CT4, CT5	RA1: Define concepts related to the skills required for effective communication in personal development and professional practice.

## 4. CONTENTS

Core principles of written and oral communication. Spelling. Diction. Synthesis. Argumentation. Writing and Presentation Resources to support oral and written communication Effective communication: interpersonal communication, electronic communication, drawing up reports and effective presentations.

## 5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lectures
- Case studies
- Collaborative learning
- Problem-based learning

## 6. LEARNING ACTIVITIES

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

**On-campus:**

Learning activity	Number of hours
Attendance and active participation in class	32 h
Guided work (tutorials, monitoring of learning)	12.5 h
Independent working	68 h
Other activities (excursions, talks, etc.)	12.5 h
Group work	25 h.
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

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

**On-campus:**

Assessment system	Weighting
Assignments and reports	15%
Presentations	30%
Practical exercises	15%
Knowledge tests	40%

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