

**Management Models Audiovisual Companies**

Code: 105003  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	1
2501928 Audiovisual Communication	OT	3	2
2501928 Audiovisual Communication	OT	4	2

### Contact

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### Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

### Prerequisites

Have previously studied "Estructura del sistema audiovisual"

Warning: the teacher responsible for the teaching guide will not be the one to teach the subject

### Objectives and Contextualisation

As in the case of "Estructura del sistema audiovisual" the general objective is to give the basic keys of what we can understand when we speak of 'audiovisual system', how it is structured, how its main protagonists are related, what changes it has undergone over time and what the future prospects are.

### Competences

- Audiovisual Communication
- Be familiar with and interpret industrial and business phenomena in the audiovisual sector.
  - Manage time effectively.
  - Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
  - Rigorously apply scientific thinking.
  - Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

### Learning Outcomes

1. Identify the specific characteristics of the audiovisual system.
2. Manage time effectively.
3. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
4. Rigorously apply scientific thinking.
5. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

## Content

It will delve into the study and analysis of:

- a) the processes and forms of production, as well as the platforms and transmission circuits of audiovisual products
- b) the socio-economic relations in which the audiovisual media are developed

## Methodology

The subject consists of theoretical classes, seminars and presentations, tutorials and personal work

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars (exercises and participation)	15	0.6	4, 3, 5, 2, 1
Theoretical classes	37.5	1.5	4, 3, 2, 1
Type: Supervised			
Tutorials	7.5	0.3	4, 3, 2
Type: Autonomous			
Reading, analysis and synthesis of texts, preparations of presentations	82.5	3.3	4, 3, 5, 2, 1

## Assessment

The following tests must have been passed with a minimum of 5:

- Theoretical exam (30% of the final grade)
- Seminars [resolution of exercises and participation] (20% of the final grade)
- Course work and presentation (50% of the final grade)

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work and presentation	50%	3	0.12	4, 3, 5, 2, 1
Seminars (resolution of exercises and participation)	20%	2.5	0.1	4, 3, 5, 2, 1
Theoretical examination	30%	2	0.08	4, 3, 2, 1

## Bibliography

In the presentation class, the person responsible for the subject will indicate which are the basic references and the complementary references of the subject as well as which are the documents that can be found online.

## **Software**

This subject does not need specific software for the development of classes and assignments.