

Degree	Type	Year
Interactive Communication	OB	3

Contact

Name: Laura Cervi

Email: laura.cervi@uab.cat

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

The subject has no mandatory prerequisites.

Objectives and Contextualisation

The objectives of the subject are:

1. Determine what a project is and what it is for.
2. Know the life cycle of a project (planning, organization, implementation, development and control of projects)
3. Learn techniques and practices for public speaking and the creation and structure of oral discourses to make project presentations.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Plan, implement, analyse and evaluate social-media marketing campaigns and implement automation systems in management.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse reports on internet and mobile data.
3. Analyse the sex-/gender-based inequalities and gender bias in one's own area of knowledge.
4. Communicate using language that is not sexist or discriminatory.
5. Consider how gender stereotypes and roles impinge on the exercise of the profession.
6. Create measurement strategies.
7. Critically analyse the principles, values and procedures that govern the exercise of the profession.
8. Cross-check information to establish its veracity, using evaluation criteria.
9. Distinguish the salient features in all types of documents within the subject.
10. Evaluate the impact of problems, prejudices and discrimination that could be included in actions and projects in the short or medium term in relation to certain people or groups.
11. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
12. Interpret the results of content creation based on scientific thought.
13. Propose new methods or well-founded alternative solutions.
14. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
15. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
16. Propose projects and actions that incorporate the gender perspective.
17. Propose viable projects and actions to boost social, economic and environmental benefits.
18. Submit course assignments on time, showing the individual and/or group planning involved.
19. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

SYLLABUS

Theme 1: PROJECT MANAGEMENT: CONCEPT AND THE LIFE CYCLE

The project concept and characteristics that define it,

The life cycle of a project: contextualization, planning, execution, closure, and evaluation

Theme 2: DIGITAL METHODOLOGIES AND TOOLS FOR PROJECT MANAGEMENT

Methodologies: Agile, Scrum, PMI.

Digital tools: Trello, Canvas, etc.

Theme 3: PRESENTATION OF PROJECTS

Public presentation techniques

Good practices in professional presentations

Digital presentation design tools

The contents will be sensitive to the gender perspective.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	15	0.6	7, 2, 1, 8, 9, 11, 12, 19, 5
Seminars	33	1.32	7, 3, 1, 4, 8, 6, 9, 12, 19, 18, 13, 14, 15,

Type: Supervised

Continuous assessment: essays and case studies during the semester 32 1.28 7, 4, 8, 9, 12, 18, 15, 17, 10

Type: Autonomous

Autonomous work: readings and essays 60 2.4 7, 2, 8, 9, 11, 12

The course combines lectures with in-class exercises. The methodology will be service learning for a research center.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the course.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project	50	6	0.24	7, 2, 3, 1, 4, 8, 6, 9, 11, 19, 18, 13, 14, 15, 16, 17, 5, 10
Project presentations	25	2	0.08	4, 18
Test	25	2	0.08	7, 2, 3, 8, 9, 11, 12, 10

CONTINUOUS EVALUATION

The evaluation of the subject is summative and includes the following activities:

- A. Project (50%): The project consists of a set of group and individual activities that allow the student to learn how to manage a real project.
- B. Test (25%): written test to assess knowledge of the theoretical concepts of the subject.
- C. Project presentations(25%): oral presentations of a project where the formal, design, and communication aspects will be evaluated.

It is mandatory to participate in all evaluation activities in order to obtain the final grade. In case of justified reasons (health, death, or serious family problem), the activities can be done on alternative dates indicated by the coordinator.

The grades of each activity will be published on the Virtual Campus and queries or rectifications can be made up to 10 days after their publication. After this period, the grade cannot be modified.

Any written work that has five spelling errors and/or barbarisms (adding 5 errors in total) will get a zero mark. Any job with a plagiarism percentage that exceeds the usual rules of the authors' rights will also obtain a zero mark. To detect possible plagiarism, computerized procedures may be applied to the digital files of the

submitted works, either by applying them to all or only to random samples. The student who makes any irregularity (copying, plagiarism, identity theft...) that may lead to a significant variation in the mark of an assessment act, will be rated 0 in this assessment act. In the event of several irregularities, the final grade for the course will be 0.

Revaluation

Students who fail the course in the continuous evaluation (the result of the sum of the evaluation activities) may choose to apply for a revaluation of the course. The revaluation test will consist of an exam on all the content taught throughout the theory and practice classes. Students will have the right to the revaluations of the subject if it has been evaluated from the set of activities, the weight of which is a minimum of 2/3 parts of the total mark for the course. To be able to apply for the course revaluation, it will be necessary to obtain a minimum average grade of 3.5.

Single evaluation

The single evaluation system of the course is based on the following percentages:

A) 25% Theoretical test It will have to be passed (5 or more) to pass the course (indispensable condition) The exam model is different from that of the continuous evaluation.

The exam model is different from that of the continuous evaluation.

B) 25% Presentation of a project (oral presentation where the formal, design and communication aspects will be evaluated).

C) 50% Submission of a final project: development of an app for the university community.

$A(25\%)+ B (25\%)+ C (50\%)= 100\% \text{ FINAL COURSE SCORE}$

Reevaluation:

a) According to the regulations, in order to participate in the recovery process, the student must have been previously evaluated at least 2/3 of the total number of evaluable activities of the course.

b) The theory test can only be recovered if the student has obtained a grade lower than 4.9. The recovery test will consist of a written test to evaluate theoretical knowledge.

c) The grade obtained in the presentation of a project will be part of the weighted average of the final grade. Only in case of failing this test and if the student considers so, he/she will be able to recover the grade with a test of the same nature.

d) The final work is not recoverable and the grade obtained (whether passed or not) will be part of the weighted average of the final grade.

SECOND ENROLLMENT: In case of second enrollment, students may take a single synthesis test consisting of a content control and some practical exercises. The grade of the course will correspond to the grade of the synthesis test. The student who wants to do this synthesis test must communicate it in writing to the coordinator of the course.

AI

In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage. Any assignment containing content generated by AI will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

AJENJO, Alberto Domingo (2000). Dirección y gestión de proyectos. 2a. ed. Madrid: Editorial Ra-ma.

CARRIÓN, Íñigo, y BERASATEGI, Iosune. (2010). Guía para la elaboración de proyectos. Leioa: Universidad Autónoma del País Vasco.

DRUDIS, Antonio (1999). Gestión de proyectos: "Cómo planificarlos, organizarlos y dirigirlos". Barcelona: Gestión 2000

MEREDITH, Jack R., MANTEL, Samuel. (2009). Project Management: A Managerial Approach. Hoboken: John Wiley & Sons, Inc.

PROJECT MANAGEMENT INSTITUTE. (2013). Guía de los fundamentos para la dirección de proyectos (Guía del PMBOK®). Quinta edición. Newtown Square: PMI.

Complementary bibliography will be provided according to the syllabus taught in class.

Software

Basic Microsoft Office tools, applications in the Moodle environment, and free virtual learning platforms.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	61	Catalan	second semester	afternoon
(SEM) Seminars	62	Catalan	second semester	afternoon
(TE) Theory	6	Catalan	second semester	afternoon