

Degree programme	Type	Course
Interactive Communication	OB	3

Contact lecturer

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Prerequisites

The subject has no mandatory prerequisites.

Group languages

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

Objectives

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.

Learning outcomes

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

19. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.

Contents

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.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Autonomous work: readings and essays	60	2.4	1, 2, 4, 5, 8, 13
Seminars	33	1.32	1, 2, 3, 4, 6, 7, 9, 10, 11, 12, 13, 14, 15, 17, 18, 19
Continuous assessment: essays and case studies during the semester	32	1.28	1, 2, 3, 4, 9, 10, 12, 13, 14
Lectures	15	0.6	1, 2, 4, 5, 8, 13, 16, 17, 18

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

A detailed schedule outlining the content of each session will be presented on the first day

of the course and will be available on the course's Virtual Campus, where students will

find the various teaching materials deemed appropriate by the instructors and

necessary information for effective course monitoring.

Should the teaching modality change for reasons of force majeure according to the

competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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

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 reevaluation, 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.

$A(25\%) + B(25\%) + C(50\%) = 100\%$ 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.

Not Assessed

According to section 9 of article 266 of the UAB Academic Regulations, "when it is considered that the student has not been able to provide sufficient assessment evidence, the course must be graded as *Not Assessed*."

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.

Irregularities

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

Actions in case of irregularities

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	6	Spanish	second semester	afternoon
(SEM) Seminars	61	Catalan	second semester	afternoon
(SEM) Seminars	62	Spanish	second semester	afternoon