

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Communication Law
Module	Module I. Basic Social Sciences
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type 0
a. Basic Education (EB):	100% (45 hours)
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG01 - Ability to understand and assess the impact of the socioeconomic, political, legal and cultural environment on the development of communication processes.

CG02 - Ability and capacity to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG03 - Ability to use constitutional principles and values as a working tool in the performance of communicative activities, particularly fundamental rights and the principle of equality.

CG06 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

CG13 - Ability to understand text and iconic media messages.

CG17 - Ability to understand and assess the legal framework of information and communication in which the communication professional acts.

CG18 - Ability to understand and appreciate the requirements of professional ethics and deontology, and the limits of freedom of expression that should govern the professional work of the informer and communicator.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT14 - Apply ethics and deontology and care for quality and rigor.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

Fundamental rights and public liberties. Freedom of expression and information. Censorship. Protections. Right to honor, privacy and self-image. Constitutional limits. Disclosure of summary. Official secrets. Civil protection. Crimes of honor, privacy and image. Protection procedures. Intellectual property. Professional secrecy. Consumer Law.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

For the acquisition of knowledge and evaluation of the student, the following actions will be carried out:

Master classes/exhibitions (PA) Lectures (PA)
 Class presentations (AP) Examples and case studies (AP) Discussions (AP)
 Group work presentation (AP) Preparation of course work (AA) Personal study (AA)

Search for resources in library and Internet (AA) Text commentary (AA)
 Virtual Campus (AA)
 Set of oral and written tests and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	70 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Graphic Design and Visual Culture
Module	V. Technologies, Tools and New Communication Trends
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their field.

study area.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG13 - Ability to understand text and iconic media messages.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE18 - Ability to apply techniques and procedures of image composition to different audiovisual media, based on the knowledge of classical laws and aesthetic and cultural movements in the history of the image through new information technologies.

CE19 - Ability to skillfully use the technologies and systems used to process, elaborate and transmit information through graphic design and infographics. **CE21** - Ability to use communication technologies and tools in the field of design, visual representation and digital creativity, to express and disseminate creations or fictions in the field of persuasive communication and entertainment.

CE26 - Capacity and ability to communicate in multimedia, interactive and animated environments.

3. CONTENTS

Visual communication culture. Communicative registers, levels of formality and typologies of the image. Morphosyntactic and compositional elements. Representation techniques.

Trends and visual styles in graphic design. Visual communication and urban culture. Vector illustration techniques. Brushes. Interactive painting. Vectorization and image tracing. Symbols. Envelopes, turns, extrusion and perspective. Illumination and volume generation. Isometric design. Format interchange and compatibilities.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP)
 Group work exhibition (AP)

Review of student portfolio/portfolio work (AA) Preparation of course work (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay in the center for internships (AA)
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Vectorial Design
Module	V. Technologies, Tools and New Communication Trends
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their field.

study area.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG13 - Ability to understand text and iconic media messages.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE18 - Ability to apply techniques and procedures of image composition to different audiovisual media, based on the knowledge of classical laws and aesthetic and cultural movements in the history of the image through new information technologies.

CE19 - Ability to skillfully use the technologies and systems used to process, elaborate and transmit information through graphic design and infographics. **CE21** - Ability to use communication technologies and tools in the field of design, visual representation and digital creativity, to express and disseminate creations or fictions in the field of persuasive communication and entertainment.

CE26 - Capacity and ability to communicate in multimedia, interactive and animated environments.

3. CONTENTS

Applications and aspects of graphic design. Computer graphic design applications. Fundamentals of computer graphics. Types of vector formats. Resolution and color spaces. Graphic image compression. Graphic formats. Workspace. Creation and edition of elements. Vectorial texts. Pagination. Creation and decomposition of paths. Tools and modifiers. Masks.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Class presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practices (AP)

Group work exhibition (AP)
 Review of student portfolio/portfolio work (AA) Preparation of course work (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships (AA)
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences

E-mail

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Economy
Module	Module I. Basic Social Sciences
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type 0
a. Basic Education (EB):	100% (45 hours)
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG01 - Ability to understand and assess the impact of the socioeconomic, political, legal and cultural environment on the development of communication processes.

CG02 - Ability and capacity to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG06 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

CG08 - Ability to understand and analyze the structure, operation and management of companies, with special attention to the media, the advertising company and the public relations company.

CG11 - Ability to critically perceive the new communication landscape that surrounds us, considering the messages as the result of a society that is the product of socio-political, economic and cultural conditions.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT14 - Apply ethics and deontology and care for quality and rigor.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

Economic problems and objectives. Economic systems. Market functioning. Exchange and means of payment. Supply and demand curve. Market structure. Competition. Basic economic macromagnitudes. Savings, consumption and investment. Economic indicators. Spanish economy determinants. General features of the population. Productive sectors in Spain. The business fabric. Labor unions and labor conflicts. Economic policy.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Troubleshooting (AP)
 Classroom presentations (AP) Classroom practice (AP)
 Debates (AP)
 Group work presentation (AP) Simulation exercises (AP)
 Company visits (AP)
 Preparation of coursework (AA)

Personal study (AA)
 Search for resources in library and Internet (AA)
 Text commentary (AA)
 Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	70 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Fundamentals of Advertising
Module	Module II. Basic Communication
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type A1
a. Basic Education (EB):	68% (31 hours)
b. Practical Education and Development (EPD):	32% (14 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG02 - Ability and capacity to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG05 - Abilities and skills to know how to apply research throughout the communication process.

CG06 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

CG07 - Capacity and ability to interpret and analyze motivational and sociological situations applied to communication.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG11 - Ability to critically perceive the new panorama of communication that surrounds us, considering the messages as the result of a society that is the product of socio-political, economic and cultural conditions.

CG13 - Ability to understand text and iconic media messages.

CG15 - Ability to understand and apply the fundamentals of persuasive communication.

CG18 - Ability to understand and appreciate the requirements of professional ethics and deontology, and the limits of freedom of expression that should govern the professional work of the informer and communicator.

2.2. [Transversal Competencies](#)

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. [Specific Competencies](#)

They are not contemplated for this subject.

3. CONTENTS

Introduction to advertising communication. Advertising dimensions: informative and persuasive. advertising typology. The advertising sender. The advertiser. Departmental structure of advertising. Main advertisers. The advertising agency: structure, operation, remuneration, typology. The media centers. Sources for media research. Stages and processes of the advertising process. Briefing: writing, structure and functions. Elaboration scheme.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Class presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practices (AP)
 Discussions (AP)

Presentation of group work (AP)
 Simulation exercises (AP) Preparation
 of course work (AA) Personal study
 (AA)
 Completion of practical activities (AA) Search for
 resources in library and Internet (AA) Text
 commentary (AA)
 Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships (AA)
 Set of oral and written tests, practicals, projects and assignments used in the
 evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	70 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	World Current y International Relations
Module	Module I. Basic Social Sciences
Departmental Area	Social and Health Sciences
Semester	First semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type 0
a. Basic Education (EB):	100% (45 hours)
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their field.

study area.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG1 - Ability to understand and assess the impact of the socioeconomic, political, legal and cultural environment on the development of communication processes.

CG2 - Capacity and ability to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG5 - Abilities and skills to know how to apply research throughout the communication process.

CG6 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

GC9 - Ability to understand and describe the state of the world and its recent historical evolution, with special attention to Europe, Latin America and the Mediterranean area, as well as the understanding of its basic parameters.

CG11 - Ability to critically perceive the new communication landscape that surrounds us, considering the messages as the result of a society that is the product of socio-political, economic and cultural conditions.

2.2. Transversal Competencies

CT01 - Organizing and planning work in an efficient and motivating manner

CT02 - To use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team

CT09 - To develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT14 - Apply ethics and deontology and care for quality and rigor.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

The Bipolar World System. From World War II to the Cold War 1945-1989). The UN and the organization of international peace and security. Formation and military strategies of the antagonistic blocs. East-West crisis: main conflicts (1950-75). Conflicts in the Middle East: Arab-Israeli wars. The process of decolonization. European construction. The end of the century and the New World Order: the fall of the Berlin Wall. New century, new problems: 9/11 and its consequences, The phenomenon of globalization, Economic crisis, Arab Spring. Great challenges of the 21st century and new challenges for peace and security: Crisis of systems. Islamic fundamentalism. Ideological extremism. Global health security, Climate change, Artificial Intelligence (Cybersecurity, Fake News, automation of civilization, etc.).

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

- Master classes/exhibitions (PA) Lectures (PA)
- Class presentations (AP) Examples and case studies (AP) Discussions (AP)
- Group work presentation (AP)
- Preparation of coursework (AA)
- Personal study (AA)
- Search for resources in library and Internet (AA)
- Text commentary (AA)
- Virtual Campus (AA)
- Work and stay in the center for internships
- Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10 %

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Organization and Political Structure
Module	Module I. Basic Social Sciences
Departmental Area	Social and Health Sciences
Semester	First semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type 0
a. Basic Education (EB):	100% (45 hours)
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG01 - Ability to understand and assess the impact of the socioeconomic, political, legal and cultural environment on the development of communication processes.

CG03 - Ability to use constitutional principles and values as a working tool in the performance of communicative activities, particularly fundamental rights and the principle of equality.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT14 - Apply ethics and deontology and care for quality and rigor.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

Structure and characteristics of the Spanish Constitution (EC). Dogmatic part of the EC: The principles of the preliminary title and the rights and freedoms. Organic part of the EC: form of the State and organization (legislative, executive and judicial powers); Constitutional Institutions and territorial organization. The European Union (EU): Treaties and Institutions. Sources of Law. Legal standard.
Approach to Civil Law and its fundamental concepts: personal law, obligations and contracts, rights in rem, family, inheritance.
Knowledge of the crime and of the Courts and Tribunals. Communication in Spanish
Public Administrations: principles, organization and operation.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Lectures/exhibitions (AP) Class presentations (AP) Examples and case studies (AP) Discussions (AP) Group work presentation (AP) Preparation of coursework (AA) Personal study (AA) Search for resources in library and Internet (AA) Text commentary (AA) Virtual Campus (AA) Set of oral and written tests and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	70 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Written Communication Techniques
Module	Module I. Basic Social Sciences
Departmental Area	Social and Health Sciences
Semester	First semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type 0
a. Basic Education (EB):	100% (45 hours)
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study;

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study;

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues;

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences;

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG12 - Mastering the use of the Spanish language in order to be able to prepare documents for communication.

CG13 - Ability to understand text and iconic media messages.

2.2. Transversal Competencies

CT01 - Organizing and planning work in an efficient and motivating manner

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT14 - Apply ethics and deontology and care for quality and rigor.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

Correct use of Spanish. Style. Standard. Usage. Spelling. Accentuation rules. Punctuation marks. Idiomatic transgressions. Textual coherence. Textual grammar. Non-sexist language. Meaning and function of writing. Planning or prewriting. The act of writing. Writing techniques. Writing texts: summary, essay, letter, review, memoir, memorandum. Text analysis. Orthotypography. Presentation of the written text. Textual models: description, exposition, and argumentation. Academic writing.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Problem solving (PA) Classroom practice (PA)
 Preparation of course work (AA)
 Personal study (AA)
 Completion of practical activities (AA) Search for resources in library and Internet (AA) Text commentary (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships (AA) Set of oral and written tests, exercises and assignments used in the evaluation of each student's progress (AE)

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be made according to the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	70 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Communication Technology
Module	Module II. Basic Communication
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type A1
a. Basic Education (EB):	68% (31 hours)
b. Practical Education and Development (EPD):	32% (14 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

ICG11 - Ability to critically perceive the new panorama of communication that surrounds us, considering the messages as the result of a society that is the product of socio-political, economic and cultural conditions.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

CG18 - Ability to understand and appreciate the requirements of professional ethics and deontology, and the limits of freedom of expression that should govern the professional work of the informer and communicator.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

Computer technology: elements, uses and characteristics.

Online office automation. Tools and procedures in the field of communication. Word processing. Elaboration of multimedia presentations. Tables and graphics. Digital presentation. Design, edition and animation. Internet in communication. Concept and principles of operation of social networks. Applications to the field of communication.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP) Group work exhibition (AP)
 Simulation exercises (AP) Preparation of course work (AA) Personal study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships (AA)
 A set of oral and written tests, practicals, projects and assignments used in the

evaluation of each student's progress (AE)

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching of the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	50%
Evaluation of work or projects, individual or in groups	30%
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Communication Theory
Module	Module II. Basic Communication
Departmental Area	Social and Health Sciences
Semester	First semester
Total credits	6
Course	1º
Character	Basic Training
Language of instruction	English

Teaching model:	Type A1
a. Basic Education (EB):	68% (31 hours)
b. Practical Education and Development (EPD):	32% (14 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB01 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB02 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems or solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG04 - Ability to understand and apply communication theories and methods.

CG05 - Abilities and skills to know how to apply research throughout the communication process.

CG06 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

CG07 - Capacity and ability to interpret and analyze motivational and sociological situations applied to communication.

CG11 - Ability to critically perceive the new communication landscape that surrounds us, considering the messages as the result of a society that is the product of socio-political, economic and cultural conditions.

CG13 - Ability to understand text and iconic media messages.

CG18 - Ability to understand and appreciate the requirements of professional ethics and deontology, and the limits of freedom of expression that should govern the professional work of the informer and communicator.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

They are not contemplated for this subject.

3. CONTENTS

The scientific framework of communication. Concepts of communication and information. Elements of intervention. Communication systems. Communicative acts. Most representative models in communication and their evolution. Verbal and non-verbal language. Paralanguage. Kinesics. Cultural aspects of communication. Skills communication Techniques at communication. Formal and informal communications.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

- Master classes/exhibitions (PA) Lectures (PA)
- Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
- Workshop and laboratory practices (AP)
- Discussions (AP)
- Presentation of group work (AP)
- Simulation exercises (AP) Preparation of course work (AA) Personal study (AA)
- Performance of practical activities (AA)

Search for resources in library and Internet (AA)
 Text commentary (AA)
 Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay in the center for internships (AA)
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	