Academic Year/course: 2024/25

63060 - Project management for information and communication

Syllabus Information

Academic year: 2024/25
Subject: 63060 - Project management for information and communication
Faculty / School: 103 - Facultad de Filosofía y Letras
Degree: 565 - Master's in Digital Information and Communication Consulting
ECTS: 6.0
Year: 1
Semester: First semester
Subject type: Compulsory
Module:

1. General information

This subject is part of "Methods and tools in information and communication". It follows the project management methodology. Objectives: to know and understand the professional context; to plan, design and assess a project according to the project management methodology; to apply this methodology to the production of an information and communication management plan adapted to the specificity of an organization; to identify innovative proposals in information and communication consulting.

These goals are aligned with the following Sustainable Development Goals: Quality education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

2. Learning results

1-To plan the development of quality digital information and communication consulting projects, document and present them.
2-To develop innovative methodologies for complex informational and communicational situations.
3-To assess the achievement of the objectives of a digital information and communication consulting project.
4-To collaborate in the design of the information, communication and transparency policy of an organization, with leadership capacity.

3. Syllabus

1- Information and communication consulting.
2- Analysis and assessment of the value of information and communication.
3- Entrepreneurship in digital information and communication.
4- Introduction to project management.
5- Project management methods and techniques.
6- Software tools for project management.

4. Academic activities

Theoretical classes; practical classes; personal work and study; tests or assessment activities. More information on this issue will be provided on the first day of class.

5. Assessment system

First call:

-Delivery of an academic work consisting in a portfolio with exercises and practical activities on the contents of the subject. Assessment criteria: quality of the contents, correct use of the tools, variety and adequacy of the information resources used, organization and presentation, precision in the use of terminology and expository clarity. Value: 60% of the grade.

- Completion of a 60-minute written exercise on the contents of the subject. Assessment criteria: adequacy and relevance of the answers, thoroughness in the development, ability to analyse and summarise, precision in the use of terminology and expository clarity. Value: 40 % of the grade.

The written exercise will be done in person and the work will be delivered through the digital teaching platform on the date shown in the calendar of exams of the Faculty of Philosophy and Letters.

On the first day of the subject, a recommended timetable for the completion of the portfolio will be presented in addition to that of the lectures, adapted to blended learning in order to facilitate the acquisition of competencies.

Second call:

Identical to the global assessment test of the first call.

6. Sustainable Development Goals

4 - Quality Education
11 - Sustainable Cities and Communities
16 - Peace, Justice and Strong Institutions