

**COURSE DATA****Data Subject**

<b>Code</b>	33402
<b>Name</b>	Audiovisual production and management
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2017 - 2018

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1 First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1301 - Degree in Audiovisual Communication	5 - Communication structure and policies	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
GARCIA PERDIGUERO, TOMAS	105 - Business Administration 'Juan José Renau Piqueras'

**SUMMARY**

The subject "Audiovisual Business and Management" has a character of compulsory basic training in the subject called "Structure and Communication Policy" and is the area of knowledge of business organization. It consists of 6 ECTS credits and its overall aim is basic training in matters of disciplinary fields such as economics, organization and business administration and communication.

This is to provide students with an overview and introduction of economic activity, the company and its management, as well as cultural industries and the audiovisual company in the broader context of relations between economic organizations and society. The study of the audiovisual company, its management and organizational connections with other companies as well as the analysis of peculiarities in their system of organization, production and management are essential contents of the syllabus, as Check stated in the title. But at the same time and with a respectful approach to the curriculum of the title, the program's overall objective is to provide students an insight to understand what is and what role the company plays in society, in a time of turbulence and a crisis not only has a powerful and extremely



serious socio-economic effects, but also a significant section of academic thinking foregrounds the need for a paradigm shift in economic, social and cultural development. The company in its broadest sense is an institution with basic functions in the economic sphere, but also unavoidable social responsibility and environmental regulation and whose extension is one of the cornerstones of the current theoretical and political debate about international development and the corporate social responsibility. A debate has been at the forefront the need for re-construction of business and society relations and ways of understanding and organizing corporate communications and activities and audiovisual products, and whose most important reference is the need for greater consistency of productive activities and economic values and identity of the European social model, because the paradigm of sustainable development underpins the Community policies and is the guiding principle of economic activity in the Union, as stated in Article Three Treaty of Lisbon.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

Not required

## OUTCOMES

### 1301 - Degree in Audiovisual Communication

- Knowledge of the complex reality of the sector known as Cultural Industries and of communication and its production, circulation and consumption processes in order to understand fully the structure and dynamics of a system that has different dimensions in which many political, social, financial, cultural and, of course, semiotic-communicative factors interact.
- Theoretical and practical knowledge of organisational structures in the field of visual and sound communication, as well as its evolution and management over the years, including audiovisual taxes. It also comprises knowledge and research of the nature and interrelations between the subjects of audiovisual communication: authors, institutions, enterprises, media, supports and recipients.
- Knowledge of professional ethics and deontology, as well as the legal norms concerning information covering both the practice of the profession and the role of the communicator. The ability to interpret the legislative mechanisms concerning audiovisual o communication media, as well as the legislation governing the different aspects of audiovisual productions.
- The ability to interpret relevant data such as the major events and processes of todays societies from a synchronic viewpoint. This knowledge must cover as broad an area as possible so that it will contribute to develop the capacity to understand diversity and promote respect for the values of others and civic sensibility.



- Conciencia solidaria: respeto solidario por las diferentes personas y pueblos del planeta, así como conocimiento de las grandes corrientes culturales en relación con los valores individuales y colectivos y respecto por los derechos humanos.

## LEARNING OUTCOMES

As reflected in the curriculum of the title, the curriculum of the Degree of Communication Studies is designed to "offer students a holistic view that considers the communicative peculiarities, social, cultural and ideological not only define the nature of the industry communication and cultural industries, but they are what determine the most important functions they play in the dynamics of society. " In planning the curriculum, the module consists of materials and basic training courses that correspond to the branch of social science and legal and other belonging to the branch of humanities, general objective is to get "students have the necessary background with regard to important issues connected with the dynamic structure of contemporary society, the fundamental rights of individuals and those that relate specifically to the media in general and in particular audiovisual, relations between different cultures in the context of a global society: the ways of thinking and personal behavior and collective aesthetic theories and key artistic movements, the significance in today's society must have gender policies in the construction of the speeches and audiovisual Finally, the rationale, methodology and research techniques in the broader university and in the specific audiovisual communication: research techniques, query databases, etc ".

But at the same time, in the course "Business and Management Audiovisual" students must achieve the following objectives:

1. Understanding the meaning of the process of wealth creation and operation of economic processes within the global economy.
2. Being able to put the development of cultural industries and the audiovisual company in the context of the current processes of change and innovation that affect the economic and productive activities, consumption and our overview of the company and its role in society .
3. Understanding the meaning and scope of international and European discussions on sustainable development and corporate social responsibility.
4. Being able to analyze the relationship between identity, culture and personality of individuals in society, the general idea of the public, issues and collective concerns and the democratic system and the role of cultural industries and the audiovisual company in the development of society.
5. Understanding the central role played by the "communication function" in the management of companies, organizations and institutions in the early twenty-first century, and rigorously analyze the role of business in society the audiovisual and their functions, organization and their organizational processes, production and management.



## DESCRIPTION OF CONTENTS

### 1.

**40/5000**

#### **Institutions, organizations and society**

- 1.1. The types of organizations, their functions, aims and objectives
- 1.2. Economic organizations. Classification Criteria
- 1.3. The cultural and creative industries (or communication): The debate on the role and functions of the cultural sector in the societies of the beginning of the 21st century.

### **2. Economic activities, business management and business and society relations**

- 2.1. The perspective of analysis of conventional economics: A critical approach
- 2.2. The normative vision of the company, its functions, its role in society and its responsibilities: The legal, institutional and values framework of the European Union
- 2.3. The international economy and value chains, in a context of rapid technological, organizational and managerial changes
- 2.4. A General Approach to Business Management in the 21st Century: The Theory of Resources and Capabilities (TRC), relational and communication approaches, and new requirements of responsibility and sustainability

### **3. The cultural industries, the company and its management**

- 3.1. The company as a system open to the environment: The subsystems of the company and its interactions with the different systems in the environment. Types of environment
- 3.2. The company as a technical and administrative subsystem, and as a psycho-social and behavioral subsystem.
- 3.3. The cultural and creative industries: Typology of companies, business models and cultural products
- 3.4. The analysis of the general environment in which the economic activities are developed: The factors of the environment and the strategic decisions of the companies
- 3.5. The audiovisual industry and its functions, organization, production and management in open markets and the global economy.
- 3.6. The audiovisual company and the management process: financial management, audiovisual production, human resource management and marketing and commercial processes.
- 3.7. Organizational structures and systems
- 3.8. The cultural sector and the centrality of the intangible and symbolic assets in the societies of the beginning of the 21st century and in the development of all productive, economic and commercial.



**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	15,00	0
Development of individual work	12,00	0
Study and independent work	12,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	12,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	9,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

In designing the program has considered three main areas: The work of students, learning, and greater integration of theoretical and conceptual foundations, practices, readings and guided assignments. With this perspective, the most important goal of the presentations and classroom analysis of the essential facts, data, case studies and concepts related to the topics included in the program is to facilitate student work, as a true hub of the teaching methodology adopted. Thus, the development of the classes are based on the presentation and teacher's explanations on the various subjects covered in the syllabus, but students should answer the questions and issues raised by each topic, and participate in solving problems that will arise in the working sessions. Also during the course will be three workshops, and work on three selected readings.

**EVALUATION**

With the approach of teaching, the document will consider two basic levels of evaluation of student progress:

The first is the one that corresponds to the work performed during the course and continuous assessment of students based on attendance at lectures and practices, participation and involvement in the teaching-learning process, the performance of individual jobs and group as well as problem solving, which will provide 50 percent of the grade.

The second is to verify the degree of understanding and knowledge about the subjects taught in the classroom, by passing the exam at the end of the course, which corresponds to 50 percent of the final grade.



The score in the process of continuous assessment will be added to that obtained in the written test only if they obtain at least 5 out of 10 in that test. In the case not to exceed the final written test, the final grade will be the weighted sum of the note of such testing and continuous assessment can not exceed a maximum of 4.5 points.

## REFERENCES

### Basic

- Mayntz, R. 1982. Sociología de la organización. Madrid. Alianza Editorial
- Gandlgruber, B. 2010, Instituciones, coordinación y empresas. Madrid. Anthropos
- George A. Akerlof y Robert J. Shiller (2009) Animal Spirits, Barcelona, Gestión 2000
- El futuro que queremos. Documento final de la Conferencia de naciones Unidas sobre el Desarrollo Sostenible. Río+20. Río de Janeiro, 20 a 22 de junio de 2012
- Revisión de la Estrategia de la UE para un Desarrollo Sostenible (EDS.UE). Consejo Europeo. Bruselas, 9 de junio de 2006
- Europa 2020. Una estrategia para un crecimiento inteligente, sostenible e integrador. Comisión Europea, Bruselas, 3.3.2010. COM(2010) 2020

### Additional

- G. Perdiguer, T. (2008) Responsabilidad Social de las Empresas. Desarrollo Sostenible y Políticas Públicas. En Responsabilidad Social de las Empresas. Foro de Expertos. Informe sobre aspectos sociales y medioambientales. Madrid: Ministerio de Trabajo y Asuntos Sociales, 83-115
- Mateos, P (1998) Dirección y objetivos de la empresa actual. Madrid. E. Centro de Estudios Ramón Areces. Capítulo 1