COURSE DATA

Data Subject

Code	33402
Name	Audiovisual production and management
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	5 - Communication structure and policies	Basic Training

Coordination

Name	Department
MARTINEZ PEREZ, JUAN FRANCISCO	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.

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 respeto 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. To acquire a basic knowledge about companies management and their main functional areas.

5. Ability to describe and analyze the behaviour of companies in a global environment.

6. Being able of to evaluate the different business growth options.

7. Know different sources of business information and be able to identify the relevant information and apply it correctly.

8. Ability to synthesize business information in a written report and argue about it, through concepts or techniques of business organization.

9. Ability to transmit information orally in an effective, creative and convincing way.

DESCRIPTION OF CONTENTS

1. The company and the management of companies
Institutions, organizations and society

1.1. Organizations and company: concept, elements and typologies
1.2. The direction and governance of the company: concept, types, and roles and managerial levels
1.3. The managerial function and leadership: planning, organization, control and leadership

2. The environment and business strategy

2.1. The environment of audiovisual companies
2.2. The evolution of the company: creation, development and life cycle
2.3. Internal analysis, strategic vision and decision making

3. The management of the audiovisual company

3.1. The audiovisual company and the management process: financial management, audiovisual production, human resources management and commercial and marketing processes
3.2. The design of the organization
3.3. Ethics and social responsibility

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of individual work	12,00	0
Study and independent work	15,00	0
Readings supplementary material	12,00	0
Preparation of evaluation activities	12,00	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	15,00	0
Resolution of case studies	14,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

Cancelled

EVALUATION

Please contact the teacher

REFERENCES

Basic

- Boddy, David. (2012) Essentials of Management. A concise introduction. Pearson.

- Iborra, M.; Dasí, A.; Dolz; C.; Ferrer, C. (2014). Fundamentos de dirección de empresas. Conceptos y habilidades directivas. Paraninfo.

- Robbins, S.P.; Coulter, M. (2010) Administración (10ª edición). Pearson Educación, Méjico.

Additional

- Fernández, E.; Junqueras, B.; Del Barrio, J. (2008): Iniciación a los negocios. Aspectos directivos. Ed. Thompson Paraninfo, Madrid.

- Camisón, C; Cruz, S.; González, T. (2006) Gestión de la calidad: Conceptos, enfoques, modelos y sistemas, Prentice-Hall, Madrid.

- El profesor podrá recomendar referencias complementarias durante el curso