

1. OVERVIEW

Subject Area	COMMUNICATION SKILLS
Degree	BACHELOR'S DEGREE IN LAW
School/Faculty	FACULTY OF SOCIAL SCIENCES
Year	FIRST
ECTS	6 ECTS
Type	COMPULSORY
Language(s)	SPANISH
Delivery Mode	ON CAMPUS
Semester	FIRST

2. INTRODUCTION

This first-year subject area aims to support students' learning of essential communication skills. We consider these skills to be a fundamental tool that is crucial to students' personal development in society and in the business environment. Communication is one of the main skills assessed when determining if someone works effectively, making it crucial for professionals to achieve good communication skills and maintain a competitive advantage.

Communication is inherent to human beings, and it is impossible to conceive of a person without considering their communication potential and ability to create, express and convey emotion through it. In this context, our aim is to provide students with the necessary tools to understand communication as a social skill to be used effectively in managing situations and solving problems.

In this subject area, we will explore how communication skills are a valuable asset in any environment, providing students with a solid foundation for interacting effectively in society and in the business world. Throughout the subject area, students will be encouraged to develop these skills so that they can communicate effectively, express their ideas clearly and make meaningful connections with others in a range of personal and professional contexts.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by the acronym in Spanish):

- CB1: Students have demonstrated possession and understanding of knowledge in a study area that builds on general secondary education, and is typically at a level that, while supported by advanced textbooks, also includes aspects that involve knowledge from the forefront of their field of study.
- CB2: Students can apply their knowledge to their work professionally and possess the necessary skills, usually demonstrated by forming and defending opinions, as well as resolving problems within their study area.
- CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, as per the Spanish acronym):

- CT05: Interpersonal understanding: Students should be able to actively listen for the purpose of reaching agreements, using an assertive communication style.
- CT06: Flexibility: Students should be able to adapt and work in different and varied situations with different people. This involves assessing and understanding different positions and adapting their own approach according to the situation.
- CT07: Teamwork: Students should be able to actively participate in achieving a common objective by listening, respecting and valuing the ideas and proposals of the other members of their team.
- CT08: Initiative: Students should be able to respond proactively to situations that emerge, proposing solutions or alternatives.

Specific skills (CE, as per the Spanish acronym):

- CE05/CE5: Understand law as a systematic, coherent whole, with awareness of topics of social, economic and environmental interest.

Learning outcomes (RA, as per the Spanish acronym):

- RA1: Conceptual understanding of the skills required for effective communication in personal development and professional practice.
- RA2: Submit practical case studies that demonstrate skills in effective written and spoken communication.
- RA3: Select the communication formats and technology resources most suited to each individual communication scenario.
- RA4: Practical writing exercises.
- RA5: Spoken presentations.
- RA6: Active participation in discussions.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CT5; CT6; CT7; CT8; CE5	RA1: Conceptual understanding of the skills required for effective communication in personal development and professional practice.
CB1; CB2; CB4; CB5; CT5; CT6; CT7; CT8; CE5	RA2: Submit practical case studies that demonstrate skills in effective written and spoken communication.
CB1; CB2; CB4; CB5; CT5; CT6; CT7; CT8; CE5	RA3: Select the communication formats and technology resources most suited to each individual communication scenario.
CB1; CB2; CB4; CB5; CT5; CT6; CT7; CT8; CE5	RA4: Practical writing exercises.
CB1; CB2; CB4; CB5; CT5; CT6; CT7; CT8; CE5	RA5: Spoken presentations.
CB1; CB2; CB4; CB5; CT5; CT6; CT7; CT8; CE5	RA6: Active participation in discussions.

4. CONTENTS

The subject area is divided into five learning units, which are further divided into topics.

- Unit 1: Communication as a social skill: communication processes and components.
- Unit 2: Basic principles of written communication: structure of written discourse, language and wording (spelling, diction, synthesis, argumentation). Scientific articles and reports.
- Unit 3: Basic principles of spoken communication: verbal and non-verbal communication. Preparing effective presentations.
- Unit 4: Effective interpersonal communication: social skills (empathy, assertiveness, active listening).
- Unit 5: Public speaking.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Case studies
- Collaborative learning
- Problem-based learning
- Lecture
- Mock scenarios

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Activities aimed at raising students' awareness of ethical values and social responsibility	25 h
Lectures	25 h
Autonomous learning	25 h
Active and informed participation in group activities in the classroom	25 h
Development of legal argumentation technique.	25 h
Overview of the professional activities a legal expert may carry out	25 h
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
PORTFOLIO (Practical exercises and reports): Exercises, tasks and resources to ensure understanding and successful learning	30%
RESEARCH PAPER OR ESSAY.	30%
KNOWLEDGE TESTS: Multiple-choice test and short answer questions	40%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for this subject area is:

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- DE, C., VIDAL, R., RIVERO, A. D., & CASTAÑEDA, C. F. (2010). Persuasión Hipnótica. 10 secretos para una conferencia de alto impacto. Lima-Perú: Creative Commons.
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- FLETCHER, J.; GOWING, D. (1990). La comunicación escrita en la empresa: cómo redactar con precisión y fluidez. Madrid: Deusto.
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- Van der Hofstadt, C. J. (2005). El libro de las habilidades de comunicación. España: Ediciones Díaz de Santos.
- GARCÍA BOBADILLA, Luis María: "+Ventas", ESIC, 4ª Edición, 2011. ISBN 978-84-7356-759-6

9. PLAGIARISM RULES

In line with the disciplinary rules for students of Universidad Europea:

- Plagiarism of all or part of any kind of intellectual work is considered a serious offence.
- Any student who commits the serious offence of plagiarism or cheating to pass an assessment test shall be disqualified from the corresponding exam(s), with the offence and reason for disqualification appearing on their academic record.