

63060 - Project management for information and communication

Syllabus Information

Academic Year: 2019/20

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

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See " learning tasks" and "Syllabus".

More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work.
- Assessment.
- Tutorials.

4.3.Syllabus

The course will address the following topics:

1. The Information and Communication Consultancy.
2. Value analysis and assessment of information and communication.

3. Entrepreneurship in digital information and communication.
4. Introduction to project management.
5. Project management methodology and techniques.
6. Software tools for project management.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Arts website <https://fyl.unizar.es/master/master-en-consultoria-de-informacion-y-comunicacion#overlay-context=>

4.5.Bibliography and recommended resources

More information will be provided on the first day of class. Specific bibliography will be included in the didactic units.