In addition to the general offer of courses taught in English, some Centers offer for incoming students English Friendly Courses (EFC): subjects taught in Spanish or Basque, in which the syllabus summary, lecturer tutoring, examinations and/or papers are available in English.

**English Friendly Courses taught in SPANISH:**

<table>
<thead>
<tr>
<th>FACULTY OF SOCIAL AND COMMUNICATION SCIENCES (323)</th>
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<tbody>
<tr>
<td>COURSE</td>
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<td><strong>Common courses</strong></td>
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<tr>
<td>27086</td>
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<tr>
<td>27083</td>
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<tr>
<td><strong>Bachelor's Degree in Sociology</strong></td>
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¹ SCHEDULE: Morning (M)/ Afternoon (A): begins at 13.30.

By clicking the subject’s name, its Syllabus will appear.
**COURSE GUIDE 2021/22**

<table>
<thead>
<tr>
<th>Faculty</th>
<th>323 - Faculty of Social and Communication Sciences</th>
<th>Cycle</th>
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<tr>
<td>Degree</td>
<td>GCOMUN30 - Bachelor’s Degree in Audiovisual Communication</td>
<td>Year</td>
<td>First year</td>
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</table>

**COURSE**

27086 - Analysis of the Economic Environment

| Credits, ECTS | 6 |

**COURSE DESCRIPTION**

As it has been pointed out in the different reports of the three Communication degrees available in this faculty, this subject is common to all of them in the first year. It is an introductory course that will help the students to acquire basic skills necessary for their future experience in the professional area of communication.

In the subject of Analysis of the economic environment, economic basic concepts and skills are acquired in order to understand the complex current economic reality as well as analysing governmental economic policies. On the one hand, the main principles, pros and cons of current market economies will be studied. And on the other hand, in order to justify and explain the role of the public sector, the main four macroeconomic issues are identified and analysed: the economic growth, the unemployment, the inflation and the external balance.

**COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT**

- To compare the underlying values, objectives, agents and institutions of different economic systems, with special attention to the market economy system.

- To identify and justify the intervention of the public sector in the economy and to be able to interpret the related indicators.

- To identify the main macroeconomic issues and imbalances: to explore their origin (the causes) and to propose economic policies to cope with them.

- To interpret the data and the socio-economic indicators related to the economic environment

**LEARNING OUTCOMES:**

1. To understand and interpret the economic facts that are described in the mass media.

2. To find out and to learn to use the main indicators and sources of economic information.

3. To synthesize in a clear and coherent way the information collected.

4. To interpret the economic situation of a country in terms of growth, employment and stability according to the indicators selected and available information

5. To interpret the mechanisms that lie under the free market and to think about them.

6. To justify the public sector intervention in economy


In this subject the following skills will be developed:

**BASIC SKILLS**

G007 To analyze and understand social facts and processes taking into account methodology and knowledge specific to the social sciences (Sociology, Economics, Law, History) regarding mass media

G008 To acquire knowledge and understand the significance of theory, concepts and methodologies in the interdisciplinary context of communication.

CB2 To be able to apply knowledge in the future work and professional life and to prepare reports, to put forward an argument and solve problems in the area of interest.

CB3 To collect information and to know how to interpret relevant data (usually within the area of study) to make judgements that include reflection on relevant issues of a social, scientific or ethical nature.

CB4 To be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.
CB5 To develop learning skills necessary to undertake further studies with a high degree of autonomy.

CROSS CURRICULAR SKILLS

CT2 Social commitment
CT7 Critical thinking
CT8 Teamwork

CONTENIDOS TEÓRICO-PRACTICOS

Lesson 1: Introduction: basic concepts in the economic analysis

Lesson 2: Microeconomic analysis: market economies
2.1 Operation of the markets: the demand and supply curves
2.2 Market failures: State intervention in the economy

Lesson 3: Economic environment and main indicators and variables
3.1 Analysis of the supply: the GDP
3.2 Analysis of the demand
3.3 Analysis of the income distribution
3.4 Analysis of the financial state

Lesson 4: Stabilization policies
4.1 Central Bank and monetary policy
4.2 Fiscal policy

Lesson 5: Employment and labour market
5.1 Basic concepts and types of unemployment
5.2 Measuring unemployment: basic concepts and indicators
5.3 Factors determining unemployment changes
5.4 Employment policies

Lesson 6: Other macroeconomic imbalances
6.1 The Inflation problem
6.2 The International Economy: balance of payments and exchange rates

TEACHING METHODS

The subject is organised based on a mixed methodological proposal according to the following scheme:
- Lectures in which the teacher will explain the contents of the subject. However, as far as possible, exercises, comments and discussions related to the topic will be done during the master class. Weekly hours: 3,5 hours.
- Applied classes coordinated with the theoretical / conceptual part of the subject dedicated to carrying out a series of activities: teamwork assignment, case exercises, problems solving or oral presentations. Weekly hours: 1 hour (if applicable, alternate by subgroups according to the academic calendar). The attendance to the practical sessions will be mandatory.
- Tutorials: Students may attend the tutorials at their best convenience, a total of six hours a week (schedule can be consulted in GAUR application).
- EGEA teaching platform. Basic support for the teaching in which students will have available all the necessary materials, information, deliverable tasks as well as communications of interest from the teacher.

TYPES OF TEACHING

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- GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Exercises, cases or problem sets 70%
- Teamwork assignments (problem solving, Project design) 30%
The subject follows the continuous evaluation system. That is, the learning outcomes of the student will be evaluated adding up the marks obtained in the programmed training activities that will take place during the four-month period. THERE IS NO FINAL WRITTEN EXAM.

IMPORTANT: In order to pass the subject according to the continuous evaluation system, it is mandatory:
(i) To carry out all the planned tasks. If any of the scheduled tasks is not delivered, it will mean a NOT PRESENTED in the final grade of the ordinary call.
(ii) To attend the applied sessions.

Renunciation of the continuous evaluation and the final evaluation system (End-of-course evaluation): The student could also be evaluated through the final evaluation system which consists in a written exam (about the contents seen in class) and will cover the 100% of the final mark. For doing this, the student must present a justification (in a written format) to the teacher in the first 9 weeks of the fourth-month period indicated in the academic calendar of the center.

ONLINE EVALUATION:
If the COVID-pandemic arises again evaluation will be carried out according to the following:
a) CONTINUOUS EVALUATION: In this option the evaluation method is kept as it has been planned in the course guide. The programmed evaluation tasks will be done online through egela.
b) FINAL EVALUATION (END-OF COURSE EVALUATION): The students will be evaluated through an online exam with different questions to expound on in egela platform.

Renunciation of the ordinary call:
- In the continuous evaluation case, students must resign at least up to one month before the end date of the teaching period of the subject, sending a written justification to the teacher. The final grade will be NOT PRESENTED.
- In the final evaluation case (End-of-course evaluation), the non-presentation to the exam set in the official exams calendar will suppose the automatic renunciation to the corresponding call and the final grade will be NOT PRESENTED.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT
It will consist of a unique final written exam that will represent the 100% of the mark of the subject and will take place on the official published date by the Faculty. This exam may include both theoretical aspects and the resolution of practical questions.

Those students that have done the continuous evaluation in the ordinary call can keep the grade obtained in the teamwork (30%), if they want, so that they will have to do just the written exam that will represent the remaining 70% of the final mark. Otherwise, the exam will suppose the 100% of the final mark.

ONLINE EVALUATION:
If the COVID-pandemic arises again, evaluation will be carried out according to the following: The students will be evaluated through an online exam with different questions to expound on in egela platform.

Renunciation of the extraordinary call: The non-presentation to the exam set in the official exams calendar will suppose the automatic renunciation to the corresponding call and the final grade will be NOT PRESENTED.

MANDATORY MATERIALS
Materials and content available on the EGELA platform.

BIBLIOGRAFÍA

Basic bibliography

Detailed bibliography

Journals
Ekonomiaz
Información Comercial Española
Web sites of interest

https://sdgs.un.org/goals
http://www.europa.eu/eurostat
http://www.ilo.org
https://data.europa.eu/euodp/es/data/dataset/ameco
https://www.ine.es/
https://www.worldbank.org
https://www.oecd.org/

OBSERVATIONS

In accordance with the academic assessment regulation (Article 11.3), upon the verification of having copied in an evaluation test, the student/s involved will have a failure grade. If this occurs during the development of the test, this can be interrupted immediately.

https://www.ehu.eus/es/web/estudiosdegrado-gradukoikasketak/ebaluaziorako-araugia

In addition, it is necessary to remember taking into account the academic ethics protocol of UPV / EHU:
1. The following practices are considered fraudulent or dishonest at UPV/EHU: Plagiarizing works, that is, copying others works without citing the reference or source used, and present them as their own elaboration, in the texts or works submitted to academic evaluation (Point 2.a.).
2. During the development of an evaluation test at UPV / EHU, the use of books, notes, telephone or other devices is prohibited. (Point 3, p.5).

https://www.ehu.eus/es/web/estudiosdegrado-gradukoikasketak/akademia-araudiak
COURSE GUIDE 2021/22

Faculty 323 - Faculty of Social and Communication Sciences
Degree GCOMUN30 - Bachelor’s Degree in Audiovisual Communication

COURSE
27083 - Commercial, Corporate and Institutional Communication

COURSE DESCRIPTION
This is a subject course common to the bachelor's degrees in Advertising and Public Relations, Journalism and Audiovisual Communication. The subject course is to be followed in the first four-month period of the first year of the degree programme, and provides students with their first contact with many concepts related to communication applied to the advertising, business and institutional spheres. Subsequent specific subject courses, depending on the degree and specialisation, will go into further depth on these concepts. Every business, organization or institution values its image and its social responsibility as a brand. Press offices and internal communication departments are today more necessary than ever in businesses and institutions. Internal and external communication tasks are increasingly necessary and must be performed by professionals.

The course aims to introduce and familiarise students with the concepts of analysis and planning of advertising communication and public relations, as well as the techniques and strategies used to manage relations with the media.

It is a question of opening up new horizons for future graduates wishing to work in effective internal and external information management in institutions, businesses and organisations of all kinds. In the case of the degree in Advertising and Public Relations the vast majority of the concepts introduced in this subject course are studied in depth in subsequent subject courses; in the case of the degree in Journalism, further work is also done in the specialist area of the Communication Manager. In any case, "Communication and advertising: persuasive strategies", in the second four-month period and also common to all three degrees, forms a natural complement to this subject course.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT
1.- Identifying the features of the elements of communication and applying them to the sphere of advertising.
2.- Identifying the features of a brand and analysing specific cases.
3.- Being familiar with the phases and strategies of an advertising campaign, identifying the elements that intervene in the process and how each of them is involved.
4.- Knowing what corporate identity and image consist of and identifying the communication techniques used to generate them, in particular public relations tools

These learning outcomes develop the following generic competences common to the three degrees in which the subject is taught: understand communication theories and apply them to practice, analyze and critically evaluate communication facts and projects, plan and manage communication projects, and apply creative approaches to solving communication problems.

CONTENIDOS TEÓRICO-PRÁCTICOS

THEORETICAL CONTENT

I- COMMUNICATION AS A MANAGEMENT STRATEGY: INTRODUCTION TO A DEFINITION OF THE CONCEPTS OF COMMERCIAL, CORPORATE, INSTITUTIONAL AND POLITICAL COMMUNICATION.

1. Communication, Information and public opinion
2. Communication Management
3. Internal and external communication

II- COMMERCIAL COMMUNICATION
1. Introduction to commercial communication
2. Advertising System
3. Advertising Planning
4. The brand
5. Media planning

III- CORPORATE COMMUNICATION: CORPORATE IDENTITY, CULTURE AND BEHAVIOUR
1. Business culture
2. Corporate reputation
3. Corporate social responsibility
IV- INSTITUTIONAL AND POLITICAL COMMUNICATION.
1. Communication by government
2. Lobbying
3. Electoral communication
4. Communication by social organisations

V- COMMUNICATION TECHNIQUES: advertising, PR, sponsorship, patronage, communication by action, event organisation, communication of promotion, propaganda, etc.

PRACTICAL CONTENT

Practices appropriate to the theoretical content described above will be proposed and developed.

TEACHING METHODS

The course combines various teaching-learning methods for the development of the competences afore mentioned. Thus, together with the masterly exposition of theories, models and fundamental concepts of advertising, business and institutional communication, the active participation of students in debates and expositions about them will be encouraged.

In the practical sessions, exercises will be carried out, both individually and in groups, and, where appropriate and the teacher decides, also oral presentations.

TYPES OF TEACHING

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<td>Hours of face-to-face teaching</td>
<td>32</td>
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Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Exercises, cases or problem sets 50%
- Questionnaire with multiple-choice questions and / or open-ended questions 50%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

ORDINARY CALL

CONTINUOUS ASSESSMENT:

In this subject, the continuous assessment system takes precedence, for the students who attend the theoretical classes and present the practical work in the manner and within the deadlines foreseen throughout the academic year. The evaluation will be carried out as follows:

1. Theoretical part: written exam (50%).
2. Practical part: various tasks during the course (50%).

Each teacher will specify in the student guide the materials, means and resources, technological or otherwise, whose use is allowed in the development of the corresponding assessment tests.

Attendance at sessions with the teacher is mandatory. In order to develop this continuous assessment, all students must participate in at least 80% of the practices proposed by the teacher, which will be an essential requirement to access the theoretical test.

Failure of the theory test will be equivalent to the student failing the whole subject.

To determine the last grade, it is essential to have passed both the theoretical and practical parts.

WAIVER OF CONTINUOUS EVALUATION:

As contemplated by the regulations governing student assessment, the student may waive continuous assessment and request the assessment through a final test. To do this, you must communicate it in writing to the responsible teacher within the first nine weeks of teaching.

FINAL TEST:

The final test evaluation system will consist of a theoretical part (50%) and a practical part (50%).
Failing the theoretical test will be equivalent to the student failing the whole course. Each teacher will specify in the student guide the materials, means and resources, technological or otherwise, whose use is allowed in the development of the corresponding assessment tests.

WAIVER OF THE ORDINARY CALL:
The student may waive the ordinary evaluation call. To do this, if the student has opted for the continuous assessment, (s)he would have to resign until a period of, at least, one month earlier the end of lecturing period of the subject, and (s)he would have to present her/his withdrawal in writing to the teacher in charge of the subject. The qualification will be Not presented.
In the case of having requested the evaluation through a final test, to waive the ordinary evaluation call, it is enough not to show up for the test the date determined by the Faculty. The qualification will be Not Presented.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

EXTRAORDINARY CALL
The test to be carried out in the extraordinary call will consist of a theoretical part (50%) and a practical part (50%). Failing the theoretical test will be equivalent to the student failing the whole course. Each teacher will specify in the student guide the materials, means and resources, technological or otherwise, whose use is allowed in the development of the corresponding assessment tests.
They can also resign the call: it is enough not to show up for the test the date determined by the Faculty. The qualification will be Not Presented.

MANDATORY MATERIALS
All material that the teacher has on the eGela platform for interaction with students of the course will be compulsory.

BIBLIOGRAFÍA

Basic bibliography

Detailed bibliography

Journals
Advertising Age.
Anuario de la Publicidad Nielsen/Repress.
Anuncios. Suplemento mensual de la revista Anuncios.
Campaña. Anuario de Campaña.
El Publicista.
European Journal of Advertising.
International Journal of Advertising.
IPMARK. Información de Publicidad y Marketing.
Journal of Advertising
Journal of Advertising Research
Journal of Current Issues and Research in Advertising
Journal of Media Planning
Journal of Promotion Management
Journal of Broadcasting and Electronic Media

Web sites of interest

https://adage.com
http://www.campaignlive.co.uk/
https://www.adsoftheworld.com
https://www.luerzersarchive.com
https://www.oneclub.org
https://www.oneshow.org
https://www.dandad.org
https://www.asa.org.uk
https://www.ftc.gov/tips-advice/business-center/advertising-and-marketing
https://www.creativereview.co.uk
https://www.shots.net
https://www.adceurope.org

http://www.aimc.es
http://www.autocontrol.es
http://www.anunciantes.com
http://www.apcp.es
http://www.adecec.com
http://www.canneslions.com
http://www.dircom.org
http://www.elsolfestival.com
http://www.infoadex.es
http://www.marketingdirecto.com
http://www.ojd.es

OBSERVATIONS

English Friendly Course
The subject course Sociology of Everyday Life is an obligatory part of the second year of the bachelor's degree programme in Sociology. It is related to the subject courses in the first year of the bachelor's degree programme in Sociology "Foundations of Sociological Analysis" and "Social Institutions and Processes" because they represent the foundations of sociological analysis which, in this specific case, are applied to the analysis of everyday life. It is also related to the obligatory subject courses on the bachelor's degree programme in Sociology "Sociological Theory II" and "Sociological Theory III" because these work on the macro and micro theoretical aspects that shape contemporary social realities.

To do this subject course students must first have studied identifying, defining and analysing the social factors that explain processes of continuity and change in social realities. The purpose of this subject course with a view to professional practice is to critically observe and analyse the impact on most immediate, local sphere of life of the social, economic, legal, cultural and political processes previously studied from a macrosocial perspective in other subject courses.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

- Explaining the processes in everyday life of which students are part in a sociological way.
- Critically observing and analysing the impact on their most immediate, local sphere of life of the social, economic, legal, cultural and political processes studied from a more macro perspective.
- Identifying the basic aspects of social life, such as differences in age, generation, gender and so on.
- Discerning the processes whereby society is structured in space and time, as well as the relationship between the social body and contexts.
- Differentiating between the processes that form what we understand as common sense, i.e. the repertoire of non-specialist knowledge through which we construct a sense of everyday existence.

CONTENIDOS TEÓRICO-PRÁCTICOS

- Knowledge of ordinary knowledge
- How everyday life is structured in space and time
- Interpersonal relations
- Everyday life and technology
- Everyday policy: the politicisation of everyday life

TEACHING METHODS

The subject course is fundamentally based on a practical piece of work about students' everyday life, from a double standpoint of analysis and intervention. The analytical dimension will be worked on through practical group and individual work and the writing of research reports. The intervention dimension will call for ethnographic techniques and interventions in students' everyday life with appropriate documentation and collection of information.

TYPES OF TEACHING

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Evaluation methods

- End-of-course evaluation

Evaluation tools and percentages of final mark

- Individual assignments  40%
- Teamwork assignments (problem solving, Project design)  40%
- Oral presentation of assigned tasks, Reading¿  20%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Systems of assessment
SYSTEM OF CONTINUOUS ASSESSMENT
SYSTEM OF FINAL ASSESSMENT
Marking tools and percentages:
INDIVIDUAL PAPERS 40%
GROUP WORK (PROBLEM-SOLVING, DESIGNING PROJECTS) 20%
PRESENTATION OF WORK, READINGS... 20%
Active, critical participation in class and doing the exercises set from time to time by the tutor 20%

Ordinary Session: Guidance and Withdrawal:
CONTINUOUS ASSESSMENT
- 40% of the final mark. Individual paper on the whole subject area. Each student will conduct a sociological analysis of his/her everyday life, using for this the analytical theories and categories worked on beforehand in class.
- 40% of the final mark. Group and individual work on different parts of the subject matter.
- 20% of the final mark. Active, critical participation in class and doing the exercises set from time to time by the tutor.
Students must obtain a mark better than 4 for the individual work in order to be assessed for the other exercises.

FINAL EXAMINATION: a final examination will be set for all students unable, for proven reasons, to attend classes regularly or who have not passed in the work set in the course of the classes. 100% of their mark will depend on the answers given in this examination. The said examination will take place in the location and at the time stipulated by the centre. In case of need, the exam will be replaced by an individual task, deliverable through e.gela. The task will consist of an essay of between 5,000 and 6,000 words in which some or several of the program topics will be developed. The work will have to be previously agreed with the professor.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT
Extraordinary Session: Guidance and Withdrawal
Those who do not pass the course will be subject, depending on whether or not they have attended classes regularly, to the same system of assessment as the previous session. Students may also opt for assessment through a final examination.
In case of need, the exam will be replaced by an individual task, deliverable through e.gela. The task will consist of an essay of between 5,000 and 6,000 words in which some or several of the program topics will be developed. The work will have to be previously agreed with the professor.

MANDATORY MATERIALS
Material distributed in class or uploaded to the eGela platform by lecturing staff.

BIBLIOGRAFÍA

Basic bibliography

Detailed bibliography
Garfinkel, H., 2006, Estudios en etnometodología, Anthropos, Barcelona
Habermas, J., Historia y crítica de la opinión pública, Bartzelona: Gustavo Gili, 1999

Journals
ATHENEADIGITAL
EMPIRIA
INGURUAK
PAPERS
REVISTA ESPAÑOLA DE INVESTIGACIONES SOCIOLÓGICAS
REVISTA INTERNACIONAL DE SOCIOLOGÍA

Web sites of interest
SociologiaOrdinaria. Aprendiendo de lo banal, lo frívolo y lo superficial: http://sociologiaordinaria.com/

OBSERVATIONS
COURSE GUIDE 2021/22

Faculty 323 - Faculty of Social and Communication Sciences  
Degree GSOCIO30 - Bachelor’s Degree in Sociology

COURSE

25031 - Science, Technology & Management of Knowledge  
Credits, ECTS: 6

COURSE DESCRIPTION

First of all, the subject analyses science as yet another social institution and the dismantling of the mythology of science created in the Modern Age that is taking place in modern societies. Second, in the context of globalized societies and information/data, the new meaning of the relationship between science and technology is studied, as well as the social significance of these two concepts. Finally, social innovation process related to science and technology are studied, as well as the importance of knowledge management in advanced societies.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

1) Understand the theoretical and methodological basis of the study of science, technologies and innovation  
2) Understand the social dimension of processes of change in organisations, with particular attention to knowledge management  
3) Acquire practical skills in the handling and analysis of information and data in this field

CONTENIDOS TEÓRICO-PRÁCTICOS

1.- The production of scientific knowledge. The relationships between science, technology and society  
2.- Science and technology policy. R&D organizations  
3.- Innovation systems. Innovation processes in firms  
4.- Technology, knowledge management and innovation

TEACHING METHODS

In this subject, autonomous work by students will be particularly encouraged, together with participative strategies. More specifically, and in connection with the different teaching modalities (lectures, seminars and practical classroom work), the following activities will be carried out:  
- Lectures to present students with the theoretical basis of the different subjects in the programme  
- Practical work sessions, both individually and in groups: analysis of texts, lectures, statistical information, press releases, seminars and presentations in class.

TYPES OF TEACHING

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GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation  
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 75%  
- Exercises, cases or problem sets 25%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Assessment in this subject will be CONTINUOUS and will include: a) a written test to be taken based on a.1) the drawing up and presentation (in class) of an in-depth individual examination of a case study, representing 45% of the final grade, and a.2) a dissertation about the theoretical and practical content of different subjects dealt with in class. The grade obtained in this dissertation will account for 30% of the student's final grade. b) The performance and presentation in class of different individual and group tasks throughout the academic year. The grades for these assignment and the continuous assessment of work done by the student in class will represent 25% of the final grade.

To apply this mode of assessment, 70% minimum attendance at class is required.

Following the existing rules student can also RENOUNCE TO THE CONTINUOUS EVALUATION by writing to Professor in a period of time not less than a month before the teaching time is ended (regulations for evaluation, art. 12.2).
FINAL EVALUATION
Regulations for the evaluation of students in degrees of UPV/EHU (BOPV nº50-13/03/2017) say: Anyway, students will have the right for been evaluated by de final examination system, independently of having take part or not in the continuous evaluation. For this students must present by written text to professor of the subject the renounce to continuous evaluation, and they will have a 9 weeks period to do this, from the beginning of the four month term. (art. 8.3) The final assessment under the ordinary call will be done in a written theoretical-practical exam to make up 100% of the grade. This exam will include both theoretical questions and practical activities, and will the knowledge acquired and the skills developed by the student will be jointly assessed.

If it is necessary to adapt the assessment to a distance and online environment, students who have applied for the final assessment must:
A) Carry out an integrated practical program of tasks that would cover the competences / learning outcomes of the subject and that will be delivered on the date of the ordinary call set by the academic calendar of the Faculty.
B) To carry out a theoretical-practical written test in synchronous mode, but online, using the platforms and software that the University of Basque Country makes available to distance learning.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT
For students who have followed the combined assessment modality, the grades obtained in the different tasks and assignments will be retained, provided these have exceeded the established minimum. For students who have not participated in the continuous assessment system under the ordinary call, the final assessment in an extraordinary call will be done through a written theoretical-practical exam to make up 100% of the grade. This exam will include both theoretical questions and practical activities, and will the knowledge acquired and the skills developed by the student will be jointly assessed.

If it is necessary to adapt the assessment to a distance and online environment, the students in extraordinary call must:
A) Carry out an integrated practical program of tasks that would cover the competences / learning outcomes of the subject and that will be delivered on the date of the ordinary call set by the academic calendar of the Faculty.
B) To carry out a theoretical-practical written test in synchronous mode, but online, using the platforms and software that the University of Basque Country makes available to distance learning.

MANDATORY MATERIALS
A selection of compulsory texts and materials will be provided. These materials will be used for the theoretical study of the subject, as well as for carrying out practical tasks. Through the eGela platform, the student will be provided with the detailed programming of the subject, as well as the necessary supplementary materials.

BIBLIOGRAFÍA
Basic bibliography

Detailed bibliography


**Journals**
- Organization Studies
- Research Policy
- Regional Studies
- European Planning Studies
- Technovation

**Web sites of interest**
- OECD
- Eurostat
- Society for Social Studies of Science
- European Association for the Study of Science and Technology
COURSE GUIDE 2021/22

Faculty 323 - Faculty of Social and Communication Sciences  
Degree GSOCIO30 - Bachelor’s Degree in Sociology  
Cycle Not Applicable  
Year Third year

COURSE

25022 - Urban Sociology  
Credits, ECTS: 6

COURSE DESCRIPTION

Urban Sociology is a compulsory third course subject. Urban sociology is a subject with an important theoretical and practical load. At the present time, the enormous population growth of the cities and the transformations that take place within generate a significant production in the sociological literature as well as in the applied research. The subject of Urban Sociology approaches the current reality of cities from theory as well as from practice.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

COMPETENCES:
- To analyze the sociological theoretical-methodological frameworks in the study of the cities and the urban question (this competence crosses with competences 1-4-6-8 of the module).
- To analyze and interpret the problems inherent to cities and the urban environment, taking into account the social, cultural and spatial factors (this competence crosses with competences 1-4-6-8 of the module).
- To analyze and relate the implications between the urbanization process and other relevant social processes; Between the evolution of urban forms and the transformations of contemporary societies (this competence crosses with competences 1-4-6-8 of the module).
- To elaborate, use and interpret indicators and instruments of social measurement (this competence crosses with competences 1-4-6-8 of the module).
- Analyze and produce quantitative and qualitative data (they cross with the competences 1-4-6-8 of the module).
- Design an applied research with the choice of the pertinent techniques in each case (they cross with the competences 1-4-6-8 of the module).
- To analyze and design policies aimed at addressing urban problems (this competence crosses with competences 1-4-6-8 of the module).

LEARNING OUTCOMES:
- To be able to describe the main theoretical models existing in the urban framework.
- Ability to analyze the main elements of urban reality.
- To know how to carry out an applied research.

CONTENIDOS TEÓRICO-PRÁCTICOS

THEORETICAL PROGRAM
Introduction
1. The origins of the city
2. The city thought: paradigms and theories
3. The city lived: social and economic perspectives
4. The built city: urban planning and policies

PRACTICAL PROGRAM
Socio-urbanistic diagnosis of an urban unit
GIS software
Field Practices (they materialize during the course)

TEACHING METHODS

Different methodologies
- Master classes
- Audiovisual
- Practical classes (individual & in group)
- Tutorial classes
- Out of university practical classes

TYPES OF TEACHING

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<th>Types of teaching</th>
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Evaluation methods
- End-of-course evaluation

Evaluation tools and percentages of final mark
- Written test, open questions 50%
- Exercises, cases or problem sets 15%
- Individual assignments 30%
- Oral presentation of assigned tasks, Reading 5%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT
Continous Evaluation
- exam (50%)
- practical exercises (50%)
Alumni can adopt the final evaluation during the first nine weeks of the course through a written note to the lecturer.

Final Evaluation
- exam (50%)

alumni can leave up the Continous Evaluation through a written note to the lecturer at least one month before the end of the classes.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT
Exam (100%).

MANDATORY MATERIALS
Lecturer’s notes.

BIBLIOGRAFÍA

Basic bibliography

Detailed bibliography
MUMFORD, Lewis. (1961): The City in History, Harcourt Inc

Journals
Urban studies

Web sites of interest
unhabitat.org

OBSERVATIONS
COURSE GUIDE 2021/22

Faculty 323 - Faculty of Social and Communication Sciences
Degree GPERIO30 - Bachelor’s Degree in Journalism
Cycle Not Applicable
Year Fourth year

COURSE

27117 - Local Media: Creating an Information Product

Credits, ECTS: 6

LOCAL MEDIA: CREATING A LOCAL NEWS PRODUCT:

COURSE DESCRIPTION:
In this optional 4th year Journalism course, students create a local news product in print, broadcast or digital format (a blog or website). This means students will discover and experience the creation of this local product from beginning to end, step by step. Students will be able to apply the theoretical and practical knowledge that they have acquired during the course in the same way that they would do in the real world of local journalism.

This course will be taught in the classroom, online, or with a combination of classroom and online formats.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

COURSE GOALS AND RESULTS:
1- Apply the main news genres and formats to local news products.
2- Search, select, and analyze different news sources, adapting local news content to specific narrative forms and strategies.
3- Develop skills and apply techniques, technologies and resources to local communication and information processes.
4- Design the formal and aesthetic aspects of local news content in accordance with different media formats.
5- Think up, plan, execute and manage new local communication projects.
6- Use different argumentative and linguistic resources to achieve the type of message suited to the target audience of a local media format.
7- Implement the different stages of development of a business organization in the creation of a local media outlet.

CONTENTOS TEORICO-PRÁCTICOS

COURSE CONTENTS:
1-Hyperlocal news in context
2-The withdrawal of local and regional news journalism
3-Coverage in hyperlocal news
4-Inside the hyperlocal newsroom
5-Stages of development in the creation of a local news product
5.1- Design of the local news media: group members, objectives and target audience
5.2- Design of the company: production process, organization chart, infrastructures, financial planning, type of company
5.3- Production of the local news media: database with sources, reporting and writing process for each story
5.4- Distribution and marketing campaign: planning, social media strategies
5.5- Tasks performed by each member of the group
5.6- A sample of the local news media: screenshots for online media, a pilot program for radio or television, a number zero for print media

TEACHING METHODS

The course will be taught in person in the classroom, in an online format, or in a mixed (in person and online) format, through the eGela platform. Theoretical and practical assignments will be done in groups.

CLASS TIME: THEORY AND PRACTICE:
The subject is divided into four-hour weekly sessions. The students will be divided into subgroups for the practical assignments, which will be done inside and outside the classroom. Students will have to prepare a topic to present in class as well as produce and distribute a local news product.

GRADING SYSTEMS AND CRITERIA:
- Ongoing evaluation system (continuous evaluation for theory and practice during the semester in groups).
- Final evaluation system (individual one-time evaluation for theory and practice in the first call exam for those who do not follow the ongoing evaluation)

The final score is divided into three parts:
1- Development and presentation of a topic: 30 points
2- Creation of a local news product: 70 points
To pass the course in the ongoing evaluation system, students must develop and present a topic in groups, and each student must attend 75% of the practical classes. Students must pass both the theory and the practical parts separately in order to pass the course. The passing grade for the theory is 15 out of 30 points, and the passing grade for the practical part is 42 out of 70 points.

As part of the ongoing evaluation system, students will be able to keep the passing grade for either the theory or the practice for the recall exam in June. This means that they will have failed the course in January. However, they will have to retake only the failed part (theory, practice or both) in the recall exam in June.

STUDENTS ARE ENCOURAGED TO BRING THEIR COMPUTERS TO THE CLASSROOM IN ORDER TO COMPLETE THE REQUIRED THEORETICAL AND PRACTICAL ASSIGNMENTS.

### TYPES OF TEACHING

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### Evaluation tools and percentages of final mark

- Exercises, cases or problem sets 70%
- Teamwork assignments (problem solving, Project design) 30%

### ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

**Warning:**
The evaluation system will be used both in face-to-face and distance learning.

The final score of the course is divided into three parts. The grades will be the same for all group members.
1- Development and presentation of a theoretical topic: 30 points.
2- Creation of a local news product: 50 points.
3- Class exercises: 20 points (minutes of practical classes, progress reports, conferences).

**FIRST CALL EXAM IN JANUARY:**
Those students who choose not to do the ongoing class evaluation during the semester will have to do the final evaluation. The final evaluation will have a theoretical and a practical part. For the theoretical part, students will have to prepare an oral presentation and a written analysis of a local mass media outlet (30 points). For the practical part, students will have to write and produce an original local news product and prepare an oral presentation about it (70 points). Both the theoretical and the practical parts of the final evaluation will be done individually, and they will have to be followed up and supervised by the professor before their final delivery and oral presentation.

Students who have failed the course but passed either the theory or the practical part in the first call exam in January will only have to take the failed part (theory, practice or both) in the recall exam in June. In that case, the final grade in January will be a fail.

Students can waive their rights to the ongoing evaluation system during the semester as long as they communicate their decision to the course professor in writing by November 5, 2021. Students can also waive their rights to the final evaluation system (first call exam) if they communicate their decision to the course professor in writing by November 19, 2021.

Students must pass both the theory and the practical parts separately in order to pass the course.

### EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

**RECALL EXAM IN JUNE:**
Students who have failed the course in the first call in January will have to retake the failed part (theory, practice or both) in the recall exam in June.

The recall exam in June replicates the structure of the first call exam in January both in the theory and in the practical part.
as well as in the passing grading criteria.

Students must pass both the theory and the practical parts separately in order to pass the course.

**MANDATORY MATERIALS**

**BIBLIOGRAFÍA**

**Basic bibliography**


**Detailed bibliography**


**Journals**

Ámbitos
Estudios sobre Mensaje Periodístico
Comunicación y Sociedad
Comunicar
Doxa.
Palabra Clave
Revista Latina de Comunicación
Telos
Textual and Visual Media
Uztaro
Zer
Jakin
Revista Latina de Comunicación

**Web sites of interest**

- [http://www.somosmalasana.com](http://www.somosmalasana.com)
- [http://www.vilaweb.cat](http://www.vilaweb.cat)
- [http://www.zonaretiro.com](http://www.zonaretiro.com)
- [http://www.granadaimedia.com](http://www.granadaimedia.com)
- [http://www.tualbacete.com](http://www.tualbacete.com)
- La comunicación local por Internet:
  - [http://www.euskaltzaindia.net/araauk/](http://www.euskaltzaindia.net/araauk/)
  - Gramática y ortografía española: [http://www.indiana.edu%7Ecall/lenguah.html](http://www.indiana.edu%7Ecall/lenguah.html)
STUDENTS ARE ENCOURAGED TO BRING THEIR COMPUTERS TO THE CLASSROOM IN ORDER TO COMPLETE THE REQUIRED THEORETICAL AND PRACTICAL ASSIGNMENTS.

Students will fail the course if they commit any type of plagiarism either in the theory or the practical assignments during the semester or in the final exams, according to the Protocol about academic ethics and prevention of dishonest or fraudulent practices in the evaluation exams and academic works at the UPV/EHU, adopted by the University of the Basque Country on May 22nd, 2019.
**COURSE GUIDE**

<table>
<thead>
<tr>
<th>Faculty</th>
<th>323 - Faculty of Social and Communication Sciences</th>
<th>Cycle</th>
<th>Not Applicable</th>
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<tr>
<td>Degree</td>
<td>GPERIO30 - Bachelor’s Degree in Journalism</td>
<td>Year</td>
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**COURSE**

| 27106 - Reporting | Credits, ECTS: 6 |

**COURSE DESCRIPTION**

"Reporting" is a fundamental subject in the Bachelor of Journalism and it is closely linked to all those subjects that affect the study of journalistic writing techniques. It deepens in the basic knowledge about journalism acquired at the beginning of the Degree in the subject of Informative Genres. Unlike the previous one, Reporting focuses exclusively on the genre of reporting and develops its elaboration through theory and practice.

**COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT**

**COMPETENCE AND LEARNING OUTCOMES**

Report becomes the focus of a course that pursues complementing, widening and developing the skills learnt by students in the course of Information Genres, whose syllabus includes the introduction and the first contact with reporting. The written journalism is the reference in both courses.

**Goals**

- Promotion of analytic and critical reading of reports. A good reporter must be a good reader of reports. This fact implies frequent reading of reports and the capability to recognise and identify the distinguishing elements of a quality reportage.

- Deepening in journalistic writing. Narrative resources to present, structure and synthesise the content will be deployed by students.

- Knowledge and familiarisation with the expertise needed to make a report. Writing is the final stage, but it only represents part of the reporter's duties. Students have to know the entire process, which includes selection of topics, decision about the point of view, collection of previous data, search and contact with sources, personal and documentary.

- It is essential to make aware students about the importance of an accurate reporting, made honestly according to professional deontology. To achieve it, students have to embrace the limits they must respect.

**SKILLS**

The teaching programme is oriented towards the acquisition or reinforcement of a series of specific skills (limited to the area of the subject) and general or transversal skills (extendable to the whole of undergraduate training).

The list of skills is as follows:

1. To master the theoretical concepts of the genre of the report.
2. To acquire a current knowledge of the informative reality.
3. To develop a critical reading of the use of reporting in the written media, as well as reporting as a non-fiction literary genre.
4. To identify, select and develop topics and approaches that can be addressed through reporting.
5. To know the guidelines for selecting, ordering and using documentary sources in writing a story.
6. To know the guidelines for selecting and accessing personal sources when writing a report.
7. To develop the main journalistic tasks with spelling and grammar correction.
8. To internalize working guidelines that allow obtaining documentary information and personal sources through collaboration.

Learning Results (LR):

LR1: He/She identifies and distinguishes the main types of reporting.

LR2: He/She knows the origin and evolution of the report.

RA3: He/She clearly differentiates information from opinion in journalism and excludes the latter from the preparation of a report.
RA4. He/She recognizes the main focuses of current affairs.

RA5. He/She critically consumes a varied range of written media with different treatments and editorial lines.

RA6. He/She searches, selects and proposes topics to be developed in the form of a report.

RA7. He/She determines the appropriate approaches to focus on a relevant way the chosen topic as the protagonist of a report.

RA8. He/She easily associates the chosen topics with the documentary sources needed to develop a report.

RA9. He/She performs with professional criteria a search, selection and obtaining of personal sources.

RA10. He/She is capable of looking for alternatives when the search for personal sources does not obtain the expected results.

RA11. He/She is able to choose the appropriate approach and structure for a report.

RA12. He/She recognizes and appropriately handles common stylistic features of journalistic language.

RA13. He/She recognizes and handles specific stylistic features of reporting appropriately.

RA14. He/She is capable of organizing, distributing and assuming teamwork to obtain information through personal and documentary sources.

RA15. He/She is capable of working as a team in the documentation, preparation and subsequent public presentation to the rest of the students of a topic related to current events.

**CONTENIDOS TEÓRICO-PRÁCTICOS**

Theoretical syllabus

1. The cardinal points of the report
   1.1. What it is and what it is not
   1.2. Types and classifications
   1.3. Where, when, why and for what purpose are reports used
   1.4. How a report is made (Introduction)

2. The main errors that burden a report
   2.1. Content errors
   2.3. Form errors

3. The first steps: the sowing of the report
   3.1. Guidelines for selecting the topic
   3.2. The importance of the approach/focus
   3.3. Working with sources

4. The writing of the report: the harvest
   4.1. Introduction
   4.2. Qualification
   4.3. The lead
   4.4. Structure
   4.5. Close
   4.6. Transitions
   4.7. Nutgraph
   4.8. The style

5. Journalism and literature
   5.1. Background
   5.2. Reporting in emerging mass communication
   5.3. The emergence of factual literature
   5.4. The New Journalism
5.5. European authors
5.6. Latin American Authors

Practical Syllabus

1. Analysis of various reporting models.
2. Drafting of structural elements of the report.
3. Writing of reports of different types.
4. Reading and preparation of a written work on in-depth reports (classic and/or current) published as a book

TEACHING METHODS

The main objective of the course is for students to acquire an in-depth knowledge of reporting. From this perspective, theory and practice must go hand in hand.

- Theoretical classes. In the theoretical section of the subject, master classes will be combined with the analysis of reports.

- Practical classes. They will consist of the elaboration, writing and correction of reports and works around the report. Each student will have to elaborate a series of reports throughout the course. During their production, they will get in touch with reality and will have to use their own sources.

TYPES OF TEACHING

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Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 20%
- Exercises, cases or problem sets 80%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

* Assessment type: continuous assessment

Works may be individual or may combine individual and group work. The assessment will consist of two different parts:

Practical work: continuous assessment of the practical exercises during the four-month period. Practical work will account for 80% of the final mark.

Theory: a test that will revolve around the subject matter covered in the master classes. Students who submit and pass the theoretical exercises that will be carried out periodically may be exempted from this part. Theory will account for 20% of the final grade.

To pass the course, it will be essential to pass both parts.

- The total or partial copy of any work will result in the failure of the course with a grade of zero. No amendment is possible. Students who commit fraud will lose the call and must present themselves at the July call.

- Abandonment of continuous assessment: in accordance with article 8.3 of the Regulations on Student Assessment, students who wish to abandon continuous assessment and sit the final exam must present a written waiver of continuous assessment to the teaching staff in charge of the subject within the first nine weeks of the start of the term, that is, before 10 November 2020 (or 30 March 2021 in the case of subjects in the second term).

- Resignation of the call: in accordance with Article 12.2 of the Regulations Governing Student Assessment, students may resign the call within a period of one month before the end of the teaching period, i.e. before 23 November (or 19 April in
the case of the second term). The resignation must be presented in writing to the teaching staff responsible for the subject.

*Students who do not opt for continuous assessment will be entitled to final assessment.

The final assessment will consist of a theoretical test, which may be oral or written, and the handing in on the day of the test of the practical works, similar in characteristics and number to those given by the students in the continuous assessment. The theoretical part will account for 20% of the final mark. And the practical part, 80% of the final grade.

To pass the course, it will be essential to pass both parts.

If it is not possible to take the written test in person, the exam will be taken by EGELA, answering open questions whose answers, based on theoretical and practical content and reading, can be given on the official day of the exam.

### EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The final assessment will consist of a theoretical test, which can be oral or written, and the delivery on the day of the test of the practical works, similar in characteristics and number, to those delivered by the students in the continuous assessment. The theoretical part will account for 20% of the final mark. And the practical part, 80% of the final mark.

To pass the course, it is essential to pass both parts.

If it is not possible to take the written test in person, the exam will be taken by EGELA, answering open questions whose answers, based on theoretical and practical content and reading, can be given on the official day of the exam.

### MANDATORY MATERIALS

### BIBLIOGRAFÍA

#### Basic bibliography

**BASIC BIBLIOGRAPHY**


#### Detailed bibliography

**BIBLIOGRAPHY**


Journals

ACADEMIC JOURNALS


Web sites of interest

OBSERVATIONS