

## Master of Arts in Communication Management

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# Inspirational Project

Evidence-based management

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Storytelling

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Ethics and sustainability

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Creative Talent Design

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Project Management

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## Course description

Immersion and creativity workshops: With a view to awakening students' creativity so that they can define the framework of their master thesis, different kinds of workshop are being organized to encourage creativity in different contexts and from different perspectives so that all participants may choose the one that most interests them, motivates them and fits their needs. These workshops will be held at the beginning of the academic year to inspire students and facilitate the subsequent phases of the master thesis.

Sessions will also be held on the following subjects:

- Evidence-based management
- Storytelling
- Ethics and sustainability
- Creative Talent Design
- Project Management

## ECTS Credits

4 ECTS

## Specific competences

CE11. Analyse, argue and summarize situations, both from an overall perspective and looking at partial aspects, and reach consolidated conclusions.

CE12. Make a positive impact on the audience regardless of their profile or dimension, using

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narrative tools.

CE13. Demonstrate behaviour in line with principles of social responsibility and personal and professional ethics

### Learning outcomes

R11. Recognize and assess meaningful information and discard arguments based on personal impressions and opinions or on socially accepted beliefs.

R12. Apply the mechanisms of audiovisual narrative to interpersonal communication, public speaking and team management to prepare dynamic, engaging and relatable presentations.

R13. Reflect on the environmental, social and economic impact of your decisions.

### Content

Sessions will also be held on the following subjects:

Evidence-based management: The aim is for participants to transfer the concepts and processes involved in evidence-based management to their professional context so that they can make decisions through analytical, structured, planned processes.

- Why is evidence-based management necessary?
- What is evidence-based management?
- How to carry out evidence-based management
- How do evidence-based managers act?

Ethics and sustainability: The aim is for participants to reflect on the environmental, social and economic impact of their decisions.

- What is ethics?
- Moral considerations
- Ethical perspectives
- Making ethical decisions

Storytelling: The aim is for participants to apply the mechanisms of audiovisual narrative to interpersonal communication, public speaking and team management.

- What is storytelling and how can it be applied to management?
- Communicative strategies in storytelling.
- How to create the story.
- How to breathe life into the story... and get the listener hooked.
- Staging the story

Creative Talent Design:

- Identify the main **creative talents** of the MACOMM's participants, design their maximum potential and bring out their best version during the master.
- Provide them with **creativity and innovation tools** to apply during the course, and this way potentiate their creativity during the different sessions of the master and during the final project of the course.
- Define the **personal actions** each participant needs to apply to make the most of each of his or her creative talents and identify **how to apply them efficiently** during the whole course.

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### Project Management

The aim of this subject is that the students transfer the concepts and processes of project management into both their professional context and the academic project they carry out within the program they take.

#### Contents:

- The project
- The project director
- Project management
- The life cycle of a project
- Introduction
- Planning
- Execution, and monitoring and control
- Close

### **Method of presentation**

The course dynamics combines different teaching styles: lectures, case studies, readings, and debates. Every session will start with a lecture presenting the main concepts and content related to each topic of the above mentioned. The lecture will combine theory and cases to exemplify the central concepts presented. Furthermore, several case studies will also be proposed as a matter of debate. The debate's goal is to increase the students' knowledge about the topic through the independent work preparing reading material, the capability to use concepts presented at the lecture, and own reasoning of the student.

### **Course assessments**

Presentation 30%

Individual or group project 40%

Participation in the activities planned in the classroom 30%

### **Course schedule**

Sessions will be scheduled along the academic year