

Course Syllabi

1. MAES-00095 EFFECTIVE COMMUNICATION

2. Instructor:

- Miguel Alberto Cardenas Calle

3. Bibliography

- Una mente bien ordenada, Morin, E, 2003
- Discurso Perfecto, McGowan, B, 2015
- Hablar bien en público, Zuñiga, H., 2012

4. Specific Course Information

- a. The Effective Communication subject seeks to develop the skills necessary for the student to be able to communicate with clarity, consistency and expressiveness his ideas in the different environments in which he develops. As communication is an eminently interactive act, the methodology of experiential learning will be used as a fundamental working tool through the execution of workshops where the following themes will be addressed: Human Condition and Communication, Perfil by Competences of the Exhibitor, Preparation of the Discourse, Neurolinguistic Programming, Presentations to Win. This subject contributes directly to developing the ability of the student to communicate effectively in oral and written form using the appropriate technical language, either working individually or in interdisciplinary and/or multi-ethnic teams, second point of the Egress Profile.

5. Learning Objectives of the Course

- a. Acquiring and/or developing the four master skills (to speak well you have to think well, a good speech leads you to an excellent presentation, 80% of your communication is nonverbal, the technology at the service of communication) linked to Effective Communication through the application of a series of structured exercises designed to develop these skills with the purpose that students are able to transmit with technical solvency and correct expressiveness their ideas. - R to know the principles linked to a proper ordering of ideas that allows a clarity of thought from the analysis of the Theory of Complex Thought in order that students can generate logical and structured arguments. - To elaborate a clear, concise and meaningful discourse from the seven principles of the Perfect Discourse of Bill McGowan. - To apply the premises of the Communication No Verbal from the training based on the Neurolinguistic Programming to capture and m - Design audiovisual products supported by the rules of Presentations to Win that allows to have creative material and easy assimilation.

b. Learning Outcomes

1. Raise the professional profile of the exhibitor from the perspective of competencies.
2. Develop creative presentations based on the correct use of technological resources.
3. Develop a clear, concise and meaningful discourse capable of captivating the target audience.
4. Present an exhibition with technical solvency and correct expressiveness.
5. Recognize the significance of communication in the process of evolution of the human being.
6. Develop a clear, concise and meaningful discourse capable of captivating the target audience.
7. Recognize the significance of communication in the process of evolution of the human being.
8. Present an exhibition with technical solvency and correct expressiveness.
9. Present an exhibition with technical solvency and correct expressiveness.
10. Raise the professional profile of the exhibitor from the perspective of competencies.

11. Develop creative presentations based on the correct use of technological resources.
12. Develop a clear, concise and meaningful discourse capable of captivating the target audience.
13. Develop creative presentations based on the correct use of technological resources.
14. Recognize the significance of communication in the process of evolution of the human being.
15. Raise the professional profile of the exhibitor from the perspective of competencies.

6. Course Topics

1. The language of the distinctive characteristics of human being
2. Professional profile of the exhibitor
3. The discussion, the basis of an effective presentation
4. How to speak well in public
5. Presentations to win