

**COURSE NAME: INFORMATIVE BUSINESS AND COMMUNICATION**

**UFV CODE: 1144 ECTS: 4.5**

**TYPE OF COURSE: T, 2C**

**INTERNATIONAL CODE: BUS1144 YEAR: 5**

**REQUIREMENTS: COM1139**

**OBJECTIVES:** Students will learn about the legal framework, the economic environment, organization systems and production processes of media companies

**COURSE DESCRIPTION:** The company and the entrepreneur. Essential elements of business activity. The social entrepreneur. The corporation. The limited liability company. The media and communication company. The newspaper company. The radio company. The television company. The advertising company. The PR Company

**BIBLIOGRAPHY:** FERNÁNDEZ, J.L.: Elementos de Derecho Mercantil. Ediciones Deusto, Bilbao 2000. NIETO, A. e IGLESIAS, F. : La empresa informativa. Ariel Comunicación, Barcelona 2000

**METHODOLOGY:** The course topics will be presented in class; the notes summarizing the material are only to be used as an aid and must be added to and expanded upon by the students

**EVALUATION:** A continuous evaluation system will be used, without prejudice to the final exam in June, and three days of seminars will be dedicated to the analysis and review of the material covered. Great emphasis will be placed on class attendance and active student participation

**PROFESSOR:** To be appointed **LANGUAGE:** Spanish