



Universidad  
de Alcalá

# GUÍA DOCENTE

## Communication Strategy

**Grado en Administración y Dirección  
de Empresas  
Economía y Negocios Internacionales**

**Universidad de Alcalá**

**Curso Académico 2019/2020**  
**Optativa – 2º Cuatrimestre**



## GUÍA DOCENTE

Nombre de la asignatura:	<b>Communication Strategy</b>
Código:	
Titulación en la que se imparte:	<b>Grado en Administración y Dirección de Empresas Economía y Negocios Internacionales</b>
Departamento y Área de Conocimiento:	<b>Economía y Dirección de Empresa</b>
Carácter:	<b>Elective</b>
Créditos ECTS:	<b>6</b>
Curso y cuatrimestre:	<b>1º semester</b>
Profesorado:	Mike Visser
Horario de Tutoría:	
Idioma en el que se imparte:	English

### 1. PRESENTACION

The value creation program is focusing on a inspiring international framework for innovation, organization and communication. How can business students create value in different markets? Central point is inspiration for renewal. The end result for the participants is an Innovation Development Plan (IDP), which will be presented to stakeholders.

The program will give a complete overview of all important aspects of innovation management. At the end of the program the participant will have knowledge, an inspiring attitude and competences to create an Innovation Development Plan. The frame work of the IDP can be used as an inspirational tool for others.

At the end of the program there will be a fresh view on innovation and inspiration how to deal with making a constant value creation difference in a dynamic international market. Learning by doing is the basis. Serious fun and “Know it, Do it” principle!

## 2. COMPETENCIAS

### General

1. Team work
2. Autonomous work
3. Analytic thinking
4. To work with pressure
5. Ability to manage time and to plan and organise the work

### Specific

1. Students Understand what is innovation
2. How can I make economic decision about technologies
3. How to transfer technologies into innovations
4. How to incorporate innovation in the corporate culture
5. Understand how business can create value for consumers, distributors and stakeholders
6. Integrate and translate innovation strategy into operational marketing mix and IDP plan
7. Apply and execute Innovation Development Plan

## 3. CONTENIDO

Bloques de contenido (se pueden especificar los temas si se considera necesario)	Total de clases, créditos u horas
Innovation Management: Innovation Strategy and Managing Ideas	• 2
Technology and Communication Management	• 2
Strategic Marketing Model for Innovation Development Plan	• 2

## 4. METODOLOGÍAS DE ENSEÑANZA-APRENDIZAJE.-ACTIVIDADES FORMATIVAS

### 4.1. Distribución de créditos (especificar en horas)

Número de horas presenciales:	32 hours
Número de horas del trabajo propio del estudiante:	118 hours

Total horas	150 hours
-------------	-----------

#### 4.2. Estrategias metodológicas, materiales y recursos didácticos

Presential session	Lectures Cases Presentation Tutorial Evaluation
Autonomous work	Readings Easy Reserach

#### 5. EVALUACIÓN: Procedimientos, criterios de evaluación y de calificación

A progress evaluation will be held and will count 70% of the final mark.

- a. Assistance and active participation 10%
- b. Cases, Presentation, innovative ideas. 50%
- c. Written exam o a case exam: 30%

In case you do not pass in the regular session then you have the opportunity to retake the final exam in July or September (written exam or case).

#### 6. BIBLIOGRAFÍA

Material and recommended lectures will be given by the lectures at the beginning of the course,