Universidad Zaragoza

Academic Year: 2025/26

63068 - Strategic and competitive intelligence

Teaching Plan Information

Academic year: 2025/26
Subject: 63068 - Strategic and competitive intelligence
Faculty / School: 103 - Facultad de Filosofía y Letras
Degree: 565 - Master's in Digital Information and Communication Consulting
Ambit: Journalism, communication, advertising and public relations
ECTS: 6.0
Year: 1
Semester: Second semester
Subject type: Optional
Module:

1. General information

This subject is part of the subject "Information Services". Its purpose is to present the strategic and competitive intelligence processes carried out by organizations to understand and influence their environment. Objectives: to understand how information management systems are integrated into a strategic intelligence system; to apply the appropriate techniques for the production and transfer of strategic intelligence from an organization's information; to design and assess a strategic intelligence system.

These approaches and goals are aligned with the following Sustainable Development Goals: Quality Education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

2. Learning results

1- To apply innovative methodologies to solve complex informational situations. 2.
2- To collaborate in the design of an organization's information and transparency policy.
3- To acquire new knowledge that will enable the students to generate new ideas and solutions for their application in the management and implementation of information and document management system projects.

3. Syllabus

1- Strategic intelligence and management systems.
2- Planning and assessment of intelligence units in organizations and companies.
3- Production, transfer and assessment of intelligence reports.

4. Academic activities

Theoretical classes; practical classes; personal work and study; tests or assessment activities. More information on this issue will be provided on the first day of class.

5. Assessment system

First call:

- Academic work consisting in the creation of a portfolio with exercises on the contents of the subject. Assessment criteria: quality of the contents, correct use of the tools, variety and adequacy of the information resources used, organization and presentation, precision in the use of terminology and expository clarity. Value: 60% of the grade.

- Completion of a 60-minute written exercise on the contents of the subject. Assessment criteria: adequacy and relevance of the answers, thoroughness in the development, ability to analyse and summarise, precision in the use of terminology and expository clarity. Value: 40 % of the grade.

The exercise will be done in person and the work will be delivered through the digital teaching platform on the date shown in the calendar of exams of the Faculty of Philosophy and Letters.

On the first day of the subject, a recommended timetable for the completion of the complementary work will be presented, adapted to blended learning in order to facilitate the acquisition of competencies.

Second call: identical to the global assessment test of the first call.

6. Sustainable Development Goals

4 - Quality Education
11 - Sustainable Cities and Communities
16 - Peace, Justice and Strong Institutions