

Courses in English

Course Description

Department	05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title	Strategic Principles
Hours per week (SWS)	4
Number of ECTS credits	6
Course objective	<ol style="list-style-type: none">1. Business issues and practices for printing and digital imaging companies2. Emerging management trends in the graphic communication industry3. Financial and business aspects for graphic communication businesses4. Value of strategy in achieving success in the graphic communication industry
Prerequisites	N/A
Recommended reading	Case studies (will be included)
Teaching methods	Lecture, assignments and facilitation of case studies.
Assessment methods	Term paper (case analysis) turned in at the end of the term, and case facilitation during the term.
Language of instruction	English
Name of lecturer	Colleen Twomey
Email	ctwomey@calpoly.edu
Link	http://www.qrc.calpoly.edu/faculty-and-staff/colleen-twomey
Course content	Graphic communication industry market trends and strategic positioning. Strategies for successfully positioning a business. Paradigms and business practices for graphic communication companies. Company analysis using case studies.
Remarks	