

Prospective and competitive intelligence

Academic Year: (2018 / 2019)

Review date: 18-05-2018

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: MARTIN-POZUELO CAMPILLOS, MARIA PAZ

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

OBJECTIVES

ABILITIES

CB4:

Make the students able to communicate information, ideas, problems and solutions to both an specialized and non specialized public

CG4:

To know research models and methods in the digital data ambit.

CG5:

to know basic sourcing research methodology, analysis and interpretation in order to achieve integration of knowledge in an academic work.

CE4:

To know how to collect, process, depurate and agregate data understanding the users and organizatios needs.

DESCRIPTION OF CONTENTS: PROGRAMME

1. theoretical framework

-definition and associated concepts: surveillance, prospective, intelligence.

-Innovation and tecnology system

-The role of the information

2. Corporate innovation

3. Competitive Intelligence

4. IC sources

5. Software and tools

6. corporate knowldledge management

Analysis and futurology for decision-making

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

Individual work for the study of developed and provided by Professor theoretical and practical materials.

Individual work for problem solving and case studies.

Theoretical and practical classes.

Tutoring .

Workgroups.

Active participation in forums enabled by the teacher in the virtual learning platform.

METHODOLOGY

Exhibitions in class with teacher support and audiovisual media, in which the main concepts of the subject are developed and the literature is provided to supplement student learning .

Critical reading recommended by the subject teacher texts: Newspaper articles , reports , manuals, and / or scholarly articles , either for subsequent class discussion , either to expand and consolidate knowledge .

Solving practical cases , problems, etc. . posed by the teacher individually or in groups.
Presentation and discussion in class or in the virtual forum for the course , under the moderation of teacher issues related to the content of the material, as well as case studies.

Preparation of papers and reports individually or in groups.

Readings developed and provided by the teacher to download from the virtual learning platform learning

ASSESSMENT SYSTEM

Evaluación continua
Lecturas y foros: 20 %
Estudios de caso: 30 %

Examen: 50 %

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- Garcia Alsina, M.; Ortoll Spinet. La inteligencia competitiva. Evolución histórica y fundamentos teóricos, Trea, 2012
- Garcia Alsina, M.; Ortoll Spinet. La inteligencia competitiva. Evolución histórica y fundamentos teóricos, Trea, 2012
- Martín-Pozuelo Campillos, M. P Prospectiva archivística, nuevas cuestiones y métodos de investigación científica, Revista española de documentaci3pn cient3fica, vol 33, n. 2, 2012
- Martín-Pozuelo Campillos, M. P Prospectiva archivística, nuevas cuestiones y métodos de investigación científica, Revista española de documentaci3pn cient3fica, vol 33, n. 2, 2012
- Martín-Pozuelo, M. P El observatorio de prospectiva archivística y sociedad: modelo de análisis para el estudio de la construcci3n social del futuro de la archivística, EN: Novas dimensoes da pesquisa e do ensino da arquivologia no Brasil. Rio de Janeiro: AAERJ, 2012, p. 11-34, 2012
- Martín-Pozuelo, M. P; Moro-Cavero, M; Sanz-Baena Factores clave para el futuro de la archivística, El profesional de la informaci3n, vol 33l, n.2, 2011
- Martín-Pozuelo, M. P; Moro-Cavero, M; Sanz-Baena Factores clave para el futuro de la archivística, El profesional de la informaci3n, vol 33l, n.2, 2011

ADDITIONAL BIBLIOGRAPHY

- Arthur Allison, James Currall, Michael Moss and Susan Stuart Digital identity matters, Journal of the American Society for Information Science and Technology Volume 56, Issue 4, pages 364¿372, 15 .
- Gurpreet S Dhillon Strategic Information Systems Planning: Readings and Cases, Semantic Books, 2014

BASIC ELECTRONIC RESOURCES

- AEC . Asociaci3n espa±ola para la calidad: <https://www.aec.es/web/guest/centro-conocimiento/inteligencia-competitiva>