

Academic Year: (2019 / 2020)

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Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: MARTIN-POZUELO CAMPILLOS, MARIA PAZ

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 0

OBJECTIVES

BASIC SKILLS

BS 1. Enable students to apply their achieved knowledge and their problem solving abilities in new environments and multidisciplinary contexts related to their studies

BS 2. Enable students to communicate their conclusions and knowledge to specialized and non specialized audiences in a clear way

GENERAL SKILLS

GS 1. To identify innovative lines of technology applied to libraries, archives, and documentation centers

GS 2. Undertaking possible projects for its development

GS 3. To manage archives, libraries and digital centers in a range of contexts, in both private and public sector

GS 4. To acknowledge the increasing importance of teamwork in the professional context, demonstrating ability to adapt in different professional environments with fluency in their communication

GS 5. To appreciate meticulous work, when planning, organizing and developing their own activities with initiative, creativity and responsibility

SPECIFIC SKILLS

CE 1. Integration of the value of the competitive intelligence (IC) in the archive and the digital continuity

CE 2. To know the different models of IC and VT in the world

CE 3. To know the models of application of the IC the organizations

CE 4. To know the principal resources of information for the study of the IC

CE 5. Integration of the process of the IC

CE 6. To know and to apply strategies and market technologies for the study of the future as an opportunity of change.

CE 7. To know and to define strategies for the construction and the suitable management of a digital identity.

DESCRIPTION OF CONTENTS: PROGRAMME

Theory

UNIT 1 MEET THE MIDDLE. COMPETITIVE INTELLIGENCE SURVEILLANCE AND COMPETITIVE

1 Competitive intelligence: concepts and process

1.1. Information and intelligence: what is and what is not competitive intelligence (CI)

1.2. Environment of competitive intelligence.

1.3. Competitive versus competitive intelligence surveillance.

1.4. Origin and evolution

2 The process

3 Models of competitive intelligence in the world

4 Information Resources.

UNIT 2 ANTICIPATE CHANGES: STRATEGIC FORESIGHT. CONCEPTS, KEY IDEAS, METHODOLOGY.

1. future studies
- 2 Planning, Research and Strategy
- 3 Key ideas of prospective
- 4 The process of prospective

UNIT 3 BE PRESENT: DIGITAL FILES AND IDENTITY

- 1 Concept of digital identity
- 2 Digital Identity Management
- 3 Tools
- 4 Strategies

Practice

1. Critical readings
2. Forecast and case studies focused on Archival and Records management business

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

- MD 1. Individual work for the study of developed and provided by Professor theoretical and practical materials.
- MD 2. Individual work for problem solving and case studies.
- MD 3. Theoretical and practical classes.
- MD 4. Tutoring .
- MD 5. Workgroups.
- MD 6. 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

% end-of-term-examination/test:	50
% of continuous assessment (assignments, laboratory, practicals...):	50
SE1 class and forum participation thorough the virtual plataform	
SE2 individaul wordks and groups pappers along the cours	
SE3 Test shall be calified	
SE4 Final paper or final exam	

BASIC BIBLIOGRAPHY

- García Alsina, M.; Ortoll Espinet, E. La inteligencia competitiva. Evolución histórica y fundamentos teóricos. , Ediciones TREA, 2012
- Martín-Pozuelo, María-Paz, Moro-Cabero, Manuela y Sanz-Baena, Cristina. Factores clave para el futuro de la archivística. El profesional de la información , Revista española de documentación científica . Vol. 33, Nº 2 p. 201-224. (2010),, 2010
- Martín-Pozuelo Campillos, María Paz Prospectiva archivística: nuevas cuestiones, enfoques y métodos de investigación científí, Revista española de documentación científica . Vol. 33, Nº 2 p. 201-224, 2010
- Martín-Pozuelo, María Paz. El observatorio de prospectiva archivística y sociedad: modelo de análisis para el estudio de la construcción 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.
- Muñoz Cañavate, A. Recursos de información para la inteligencia competitiva. Una guía para la toma de decisiones., Edciones TREA, 2012

BASIC ELECTRONIC RESOURCES

- National Archives (UK) . Corporate Memory A guide to managing business archives:
<http://http://www.nationalarchives.gov.uk/documents/information-management/corporate-memory.pdf>
- Susan Means (NARA) . MARKETING YOUR RECORDS MANAGEMENT PROGRAM:
http://http://www.anchorgearma.org/downloads/Marketing_Your_RM_Program_v2.PDF