

Technological Screening and Competitive Intelligence

Academic Year: (2020 / 2021)

Review date: 09-10-2019

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: CALZADA PRADO, FCO JAVIER

Type: Electives ECTS Credits : 3.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

Unit I: Competitive Intelligence (CI)

1. Concept and scope of CI
2. Intelligence as organizational function
3. Resources and processes to produce intelligence
4. Legal and ethical aspects of CI

Unit II: Technology Watch (TW)

5. Concept and scope of TW
6. TW/CI systems for managing Research, Development and Innovation in corporate settings: concept, standards, and implementation
7. Tools and techniques for gathering, analysing, synthesising, and communicating TW
8. Evaluating the impact of TW

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40