

Academic Year: ( 2021 / 2022 )

Review date: 04-07-2021

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: ARAGON GONZALEZ, INES

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 0

**OBJECTIVES****BASIC SKILLS**

BS 7. Enable students to apply their achieved knowledge and their problem solving abilities in new environments and multidisciplinary contexts related to their studies

BS 9. Enable students to communicate their conclusions and knowledge to specialized and non specialized audiences in a clear way.

**GENERAL SKILLS**

GS 2. To identify innovative lines of technology applied to libraries, archives, and documentation centers

GS 3. Undertaking possible projects for its development

GS 5. To manage archives, libraries and digital centers in a range of contexts, in both private and public sector

GS 6. 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 7. To appreciate meticulous work, when planning, organizing and developing their own activities with initiative, creativity and responsibility

**SPECIFIC SKILLS**

SS 2. To know and to apply the principles and management techniques to achieve the efficiency of the human team in the provision of services

SS 8. To apply methodologies and tools that allow offering an agile, effective and adapted and evaluable response to risks or alterations that endanger the digital continuity of the organization.

**COURSE LEARNING RESULTS**

After passing the course the student should:

- Integration of the value of the competitive intelligence (IC) in the archive and the digital continuity
- To know the different models of IC and VT in the world
- To know the models of application of the IC the organizations
- To know the principal resources of information for the study of the IC
- Integration of the process of the IC
- To know and to apply strategies and market technologies for the study of the future as an opportunity of change
- 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

- SE1 class and forum participation thorough the virtual plataform
- SE2 individual wordks and groups pappers along the cours
- SE3 Test shall be calified
- SE4 Final paper or final exam

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assigments, laboratory, practicals...):</b>	50

### 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., Ediciones 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](http://http://www.anchorgearma.org/downloads/Marketing_Your_RM_Program_v2.PDF)