

Prospective and competitive intelligence

Academic Year: (2021 / 2022)

Review date: 04/06/2021 13:53:34

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: GARCIA ZORITA, JOSE CARLOS

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

OBJECTIVES

ABILITIES

CB4:

To ensure that students are able to communicate information, ideas, problems and solutions to both specialized and non-specialized audiences

CG4:

To know the models and research methods in the field of digital information.

CG5

To know the basic methodology of source research, analysis and interpretation to achieve the integration of knowledge in an academic work.

CE4:

To know ways of collecting, processing, debugging and aggregating data, understanding the needs of users and organizations and how they need it.

CE11:

To know the complete life cycle of a project in development and commercialization of digital contents, from the commercial prospection and business intelligence, to the analysis of results after the distribution stage

CE14:

Have knowledge of business intelligence and web analytics tools and be able to interpret the resulting indicators and statistics.

LEARNING OUTCOMES

The student, after completing the course, must:

Understand the value of competitive intelligence (CI)

Understanding the different CI and VT models in the world

To know the models of application of the CI to the organizations

To know the main information resources for the study of the CI

Understanding and applying the CI process

To apply foresight strategies and techniques for the study of the future as an opportunity for change.

DESCRIPTION OF CONTENTS: PROGRAMME

1.Theoretical framework

1.a. Definition and associated concepts: Vigilance, foresight, intelligence

1.b. The innovation and technology system.

1.c. The role of the technological information manager in the company

2. Innovation in the company

3. Competitive Intelligence (CI)

3.a. The sources for CI

3.b. CI Methods and Tools

4. Knowledge management in the company

4.a. Analysis and foresight for decision making

- 1.Theoretical framework
 - 1.a. Definition and associated concepts: Vigilance, foresight, intelligence
 - 1.b. The innovation and technology system.
 - 1.c. The role of the technological information manager in the company
2. Innovation in the company
3. Competitive Intelligence (CI)
 - 3.a. The sources for CI
 - 3.b. CI Methods and Tools
4. Knowledge management in the company
 - 4.a. Analysis and foresight for decision making

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES

1. Individual study of theoretical and practical materials prepared and provided by the teachers.
- 2.Work individually for the resolution of problems and practical cases.
3. Theoretical and practical lessons.
4. Individual and Group Tutoring.
5. Work in groups.
6. Active participation in forums provided on the virtual teaching support platform.

TEACHING AND LEARNING METHODOLOGY

1. Classroom presentations, with computer and audiovisual support, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
2. Critical reading of suggested texts: press articles, reports, manuals and/or academic papers, either for their later discussion in class, or to expand and consolidate knowledge.
3. Solving practical cases, problems, etc., formulated individually or in groups.
4. Exposition and discussion in class or in the virtual forum of the course, on topics related to the content of the matter, as well as practical cases.

ASSESSMENT SYSTEM

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

* Continuous assessment (50%)

-Participation in forums and completion of evaluation tests: 15%

-Practical individual and/or team work carried out during the course: 35%

* Final exam: 50 %.

Note: To benefit from continuous assessment, it is necessary to successfully pass the final exam,

BASIC BIBLIOGRAPHY

- Garcia Alsina, M.; Ortoll Spinet. La inteligencia competitiva. Evolución histórica y fundamentos teóricos, Trea, 2012
- HÅKANSSON, C. y NELKE, M. Competitive intelligence for information professionals, Chandos Publishing, 2015
[Disponible on-line en Biblioteca.uc3m.es]
- OECD Manual de estadísticas de patentes de la OCDE, Madrid: Oficina Española de Patentes y Marcas, Ministry of Industry, Tourism and Trade. [Disponible on-line en Biblioteca.uc3m.es]], 2010

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 .
- FRANCESCHINI, F. Designing performance measurement systems: theory and practice of key performance indicators., New York, NY: Springer Berlin Heidelberg, 2018
- Gurpreet S Dhillon Strategic Information Systems Planning: Readings and Cases, Semantic Books, 2014
- ROSS, C. Making sense of business reference: a guide for librarians and research professionals., Chicago: American Library Association. ISBN 978-0-8389-1084-9., 2013

BASIC ELECTRONIC RESOURCES

- ADAMS, S.R., 2012. . Information sources in patents. 3rd completely rev. ed. Berlin; Boston: De Gruyter Saur. Guides to information sources. ISBN 978-3-11-023511-1. : http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=259750&lang=es&site=ehost-live
- Charlotte Håkansson; Margareta Nelke. 2015 . Competitive Intelligence for Information Professionals: http://learning.oreilly.com/library/view/competitive-intelligence-for/9780081002063/title_page.xhtml
- OECD, 2010. . Manual de estadísticas de patentes de la OCDE. Madrid: Oficina Española de Patentes y Marcas, Ministry of Industry, Tourism and Trade.: http://bibliotecas.uc3m.es/permalink/f/1u1ftvj/34UC3M_ALMA51182048280004213
- QUONIAM, L. 2011 . Competitive intelligence 2.0: organization, innovation and territory. Hoboken, NJ: ISTE Ltd/John Wiley & Sons. ISBN 978-1-84821-305-0.: http://learning.oreilly.com/library/view/competitive-intelligence-20/9781118604403/Text/01_cover.xhtml
- UNITED NATIONS, 2014. . Capítulo II: Conocimiento básico de la prospectiva. En: UNITED NATIONS, Prospectiva y Política Pública Para el Cambio Estructural en América Latina y el Caribe, pp. 39-100. ISBN 978-92-1-056935-4: http://www.un-ilibrary.org/economic-and-social-development/prospectiva-y-politica-publica-para-el-cambio-estructural-en-america-latina-y-el-caribe_41d509e1-es.