

## Technological Screening and Competitive Intelligence

Academic Year: ( 2022 / 2023 )

Review date: 20-05-2022

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

## ASSESSMENT SYSTEM

SE1: FINAL EXAM. In which the knowledge, skills and abilities acquired throughout the course will be globally assessed.

SE2: CONTINUOUS EVALUATION. This will assess the work, presentations, performance in debates, presentations in class, exercises, practices and work in the workshops throughout the course.

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