

Technological Screening and Competitive Intelligence

Academic Year: (2023 / 2024)

Review date: 02-06-2023

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.

Extraordinary call:

Students who do not pass this class in the ordinary call will have an extraordinary call to pass it:

1. If the student followed the continuous assessment: the grade will be the one established in the course syllabus for the ordinary call. However, the student will have the right to be graded only with the grade obtained in the final exam if it is more favorable.
2. If the student did not follow the continuous assessment: the grade will be the grade obtained in the final exam. However, the teacher may authorize the delivery of the exercises of the continuous evaluation in the extraordinary call, being evaluated in such case in the same way as in the ordinary call.

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