

Academic Year: (2023 / 2024)

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Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: ARAGON GONZALEZ, INES

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

- 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

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.

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

% end-of-term-examination/test:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

SE1 Participation in the class and forums in the virtual educational platform.

SE2 Individual or group work done during the course.

SE3 Carrying out evaluable and scoring questionnaires.

SE4 Exam or Final Work *.

* The examination of the final work was done in face-to-face mode, at the Carlos III University, and must be surpassed in order to approve the corresponding course.

The weighting of the evaluation tasks, as well as the criteria applicable to both the ordinary and the extraordinary call will be specified in the teacher's guide.

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

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