

## Prospective and competitive intelligence

Academic Year: ( 2024 / 2025 )

Review date: 20-01-2025

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

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

As it is a final year subject of the Degree in Information Management and Digital Content, the subject matter it deals with has connections with various subjects of its program, such as: Information Theory, Information Management, Information Retrieval Systems, Statistical Data Analysis, Spreadsheets (advanced level), Information Metrics Techniques, Advanced Statistical Analysis, and Data Visualization.

Those students from the Degree program or other programs who have not taken these subjects will have difficulties in following and passing the course.

An attendance to theory and practice sessions lower than 60% will penalize 15% of the continuous assessment grade.

Furthermore, it is very convenient to have availability to participate in work groups, as group activities have a cumulative value of 15% of the final continuous assessment grade.

## OBJECTIVES

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

## 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

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

\* Continuous assessment (50%)

- Participation activities and questionnaires for evaluation of the teaching units: 15%
- Practical individual and/or team work carried out during the course: 35%

\* Final exam: 50 %.

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

Note: Continuous Assessment follow-up (50%): the following conditions apply:

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\* Participation (15%):

- Attendance below 60% of the face-to-face sessions will affect the overall grade of this section.
- Completion of all Unit and/or Lesson Quizzes is required.

\* Individual and/or group practical assignments carried out during the course (35%)

- Only attending students will be graded on the proposed activities and deliverables in the classroom.
  - Evaluable activities completed in the classroom will not be recoverable.
  - Those students who do not participate in a work group are assumed to 'waive the activity', resulting in a 15% reduction in the final continuous assessment grade.
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#### 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. : <a href="http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=259750&lang=es&site=ehost-live" target="\_blank">http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=259750&lang=es&site=ehost-live</a>

- Charlotte Håkansson; Margareta Nelke. 2015 . Competitive Intelligence for Information Professionals: [http://learning.oreilly.com/library/view/competitive-intelligence-for/9780081002063/title\\_page.xhtml](http://learning.oreilly.com/library/view/competitive-intelligence-for/9780081002063/title_page.xhtml)

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- QUONIAM, L. 2011 . Competitive intelligence 2.0: organization, innovation and territory. Hoboken, NJ: ISTE Ltd/John Wiley & Sons. ISBN 978-1-84821-305-0.: <a href="http://learning.oreilly.com/library/view/competitive-intelligence-20/9781118604403/Text/01\_cover.xhtml" target="\_blank">http://learning.oreilly.com/library/view/competitive-intelligence-20/9781118604403/Text/01\_cover.xhtml</a>

- 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](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).