UNIVERSITY OF OKLAHOMA  
SCHOOL OF LIBRARY AND INFORMATION STUDIES

KM 5553 Competitive Intelligence

Catalog Description:

Competitive intelligence in various contexts, including for-profit and non-profit environments; developing and implementing the competitive intelligence process; accessing and validating sources of competitive intelligence; information gathering and audit; competitive intelligence strategies and systems; competitive intelligence and decision making process; evaluating competitive intelligence systems; ethical and moral issues related to competitive intelligence.

Prerequisites:

KM/LIS 5033, KM/LIS 5053, KM/LIS 5523

Student Learning Outcomes:

Students will be able to

1. Discuss the basic principles and techniques of conducting competitive intelligence activities
2. Understand the importance of competitive intelligence and the need for information gathering, validation and analysis related to the competitive environment
3. Understand competitive intelligence competencies such as accessing, mapping and validating sources, using analytic tools, and packaging competitive intelligence products.

Teaching/Learning Methods:

This course will employ lecture and team work tutorials with emphasis on participation. Content will be available electronically and students are expected to participate in the tutorials to maximize their learning through group discussion and case studies. Assignments will be designed for practical application as well as analysis of concepts and issues.

Evaluation Methods:

Evaluation will be based on a combination of written analytical reports and team based work.

Recommended Texts:

COURSE OUTLINE:

1. Introduction to Competitive Intelligence
   - Course overview
   - What is Competitive Intelligence?
   - The Intelligence Edge

2. Developing the Competitive Intelligence Process
   - Designing the Process
   - Needs Assessment
   - Developing the CI Team
   - Implementing the Process
   - Focusing the Effort

3. Gathering Knowledge
   - Knowledge audit
   - Knowledge gaps
   - Knowledge flow

4. Competitive Intelligence Sources
   - Information gathering activities
   - Internal vs external sources
   - The domains of intelligence

5. Competitive Intelligence Validation
   - Validating sources
   - Internal sources
   - External sources

6. Intelligence Analysis
   - Internal and external perspectives
   - Analytic tools (competitor, customer, environmental, evolutionary, financial, strategic)

7. Intelligence and Decision Making
   - CI Ethics
   - Uncertain Environments
   - Intelligence Failure
   - Orientation and practice

8. Competitive Intelligence Systems Maintenance
   - Structural secrecy
   - Security and recovery
   - Personnel issues
1. Proposed change (check all that apply)

   a. □ New course for master's curriculum *(Answer all questions, 2-9)*
   b. □ New 5990 offering *(Answer all questions, 2-9)*
   c. □ New undergraduate course *(Answer all questions, 2-9)*
   d. □ Course title change *(Answer questions 3, 6, 9)*
   e. □ Delete course *(Answer questions 6, 8, 9)*
   f. □ Change course content *(Answer questions 6-9)*
   g. □ Change course description *(Answer questions 2, 6, 9)*
   h. □ Slashlist course *(Answer questions 6-9)*
   i. □ Crosslist course *(Answer questions 6-9)*
   j. □ Other (describe)

2. Proposed course description, credit hours, status (required or elective), and grading system (letter or S/U). Attach draft syllabus if new course or new 5990 offering.

   Introduction to knowledge management technologies; Internet and Web technologies; Knowledge management processes and corresponding technologies; Collaboration tools and technologies; Information and Knowledge Portals; KM readiness and IT infrastructure; Evaluation and selection criteria for knowledge management tools.

   Letter grading

3. Proposed course title

   Knowledge Management Tools and technologies

4. Suggested course number and relationship of proposed number to other LIS course numbers

   KM 5xx3

5. Prerequisites, if any

   LIS/KM 5033
6. **Rationale for proposed change**

a. **Why is the change needed?**
   Although it is being proposed as an elective, is a foundation course on knowledge management technologies. It introduces the various KM technologies to students and emphasizes the role of technology in knowledge management. As most KM students are expected to technology tools, this course will provide them with the necessary knowledge to deals with the various tools the organization employed in their working environment.

b. **How does the proposed change relate to SLIS goals and objectives?**

It will help fill a technology gap that exists in the curriculum right now. SLIS curriculum is light on technology and additional technology courses are needed to fill the gap.
c. Does the proposed change have a potential impact on course offerings of other OU units?

☐ yes    X ☐ no

If yes, identify the specific courses(s) and the potential impact.

7. Are resources available to support the proposed change?

a. If a new course or one with changed content, is current faculty available to teach the course? If not, how could the course be offered?

Yes, current faculty is available to teach the course as KM5990 while the course is being approved.

b. Is hardware and software available adequate to support the course?
   (1) In one of the classrooms available to SLIS?    X yes    ☐ no
   (2) In the SLIS lab?    X yes    ☐ no
   (3) In faculty offices?    X yes    ☐ no
   (4) In Tulsa?    X yes    ☐ no

If any of the above answers are no, specify what hardware and/or software will be needed, where it is required, and the estimated cost.

c. Are additional library resources needed to support the course?

☐ yes    X no

If yes, specify what resources and the proposed locations (Norman/Tulsa) for the additions.

d. Will there be recurring costs associated with the course that will require a course fee?    ☐ yes    X no

If yes, identify the fee that will be needed and provide justification for the amount.

8. Projected impact of proposed change

a. What is the impact of the proposed change on faculty course load?
Some of the faculty indicated willingness to teach it as additional load in Fall 2006.

b. What is the impact of the proposed change on the current rotation schedule?
   (1) If a new course or a new 5990 offering, when is the course to be scheduled?
       It could be scheduled as KM5990 in Fall 2006.

   (2) Will projected offerings of other courses need to be changed? If so, identify the courses that will need to have projected offerings altered.

       No Changes needed

c. What is the projected impact of the proposed change on other SLIS courses?
   (1) Could the proposed change affect enrollment in other SLIS courses?

       ☐ yes X no

       If yes, identify which courses will be affected and how.

   (2) Will the proposed change require any alteration of content of other SLIS courses?

       ☐ yes X no

       If yes, identify which courses and what changes will be needed.

9. Are there any other matters related to the proposed change that should be included in consideration of this proposal?

Submitted by ___ Suliman Hawamdeh _______ Date ___ April 06, 2006 _______

Curriculum Committee Action

✓ Recommended to faculty for approval Date

~ Forwarded to faculty for consideration without recommendation Date

~ Not recommended for approval Date
Referred back to proposer for revision \textit{Date}

\underline{Curriculum Committee Chair}

\textit{Signature} 4/19/00