May 30, 2012

LIS 4970/5553
Competitive Intelligence
Summer 2012 Syllabus

Instructor: Betsy Van der Veer Martens (“Doc Martens”)
Office location: 1J30 Schusterman Center (Tulsa campus)
Electronic Office Hours: I will be available in the course “chatroom” on Tuesday and Thursday nights at 9:30 pm.
Telephone: 918-660-3376
Email: bvmartens@ou.edu

(Note: email is usually the best way to reach me: I will always try to respond within 24 hours so if you don’t get a reply, please feel free to re-send and/or remind me! I get a lot of email, so I’m not deliberately ignoring you!)

COURSE STRUCTURE AND POLICIES

Catalog Description:
Introduction to competitive intelligence in various contexts, appropriate for non-profit and for-profit environments. Topics will include developing and implementing the intelligence process, accessing and validating sources, information gathering, auditing, and decision making, with special emphasis on strategies, systems, and ethics in competitive intelligence.

Course Objectives:
To provide students with the opportunity to:
1. Acquire an understanding of the fundamental principles and best practices relevant to providing actionable, ethical intelligence in operational, tactical, and strategic areas
2. Examine and engage with competitive intelligence techniques relevant to a variety of information environments.

Learner objectives:
Upon successful completion of this course, a student should be able to:
1. demonstrate understanding of the theory and practice of competitive intelligence.
2. identify major issues and current trends in competitive intelligence
3. understand, evaluate, and use techniques, technologies and tools relevant to a variety of competitive intelligence environments.
4. design and implement an in-depth program of competitive intelligence relevant to a particular organization or industry
5. understand and utilize professional standards of best practice regarding the ethical use of competitive intelligence

TEACHING/LEARNING METHODS:
The course will be delivered using the course website at Desire2Learn (http://learn.ou.edu).
WEEKLY SCHEDULE FOR LIS 4970/5553:

<table>
<thead>
<tr>
<th>Week Starting:</th>
<th>Topic for the Week:</th>
<th>McDowell Textbook Chapter:</th>
<th>Assignment Due by Midnight, Sunday of Each Week:</th>
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</thead>
<tbody>
<tr>
<td>June 11</td>
<td>Introduction to this course</td>
<td>1, 2</td>
<td>Choose one of the listed media companies that you would like to follow during this class and post your choice in the forum.</td>
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<tr>
<td>June 18</td>
<td>Intelligence Problems</td>
<td>3, 4</td>
<td>Read Valentin article (“Away with SWOT Analysis”)</td>
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<tr>
<td>June 25</td>
<td>Intelligence Issues</td>
<td>5, 6, 7</td>
<td>Assignment 1 is due June 24 (Basic company research)</td>
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<td>July 2</td>
<td>Processes &amp; Techniques</td>
<td>8, 9, 10</td>
<td>Assignment 3 is due July 8 (Advanced company research)</td>
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<td>July 9</td>
<td>Hypotheses &amp; Indicators</td>
<td>11, 12</td>
<td>Assignment 4 is due July 15 (Advanced industry research)</td>
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<td>July 16</td>
<td>Collection Techniques</td>
<td>13, 14</td>
<td>Assignment 5 is due July 22 (Data compilation)</td>
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<td>July 23</td>
<td>Analysis &amp; Reporting</td>
<td>15, 16, 17</td>
<td>Assignment 6 is due July 29 (Data analysis)</td>
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<td>July 30</td>
<td>Stock Prices: Up or Down?</td>
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DUE IN DROPBOX BY MIDNIGHT OF FRIDAY AUGUST 3: YOUR FINAL EXAM!!!

Grading will be based on:

60% Weekly intelligence assignments. Each week’s intelligence assignment (during the 6 weeks starting June 18) will be worth up to a maximum of 10 points. The first four intelligence assignments will involve short searches in designated databases, etc. relevant to your specific media company and/or the media industry environment. Details about these assignments will be available on the D2L site at the start of each week that they are due. Please note that grad student versions of these assignments will be slightly more complex than the undergrad student versions.

15% Discussion contributions. You must post in the discussion forum at least once each week to accrue all the available points for this. Discussion points will be totalled at the end of the class, as I will be looking for both quality and quantity over time. Most discussion weeks will center around the micro-lecture topic and/or the textbook.

25% Final exam. This builds on all your previous weeks’ work: you will create a DOE (the “defensive/offensive evaluation” as described in the Valentin reading) in the form of a memo for your selected media company executive (the person you chose in week 1). Due in the dropbox by midnight of Friday, August 3rd.

Readings:

Required textbook: (all students must read this)


Recommended additional readings:


