Competitive Intelligence  INF 382P  Spring  2012

Unique no. 28520
Instructor:
Claudia Chidester
cchidester@fontaine.org
cell: 512-415-1744
TA: Amy Nurnberger anurnber@ischool.utexas.edu  Skype (for office hours): ut-ischool-ta

But for all content and assignment-related questions, contact Claudia directly via email or phone.

To subscribe to listserv INF382P
inf382p@utlists.utexas.edu
go to: https://utlists.utexas.edu/sympa/info/inf382p and subscribe

Selected course readings may be found on Blackboard

Required
Jerry Miller. Millenium Intelligence: Understanding and Conducting Competitive Intelligence in the digital age (2000  isbn 0190965285


Recommended:

Helen Burwell, Carl R. Ernst, Michael Sankey Online Competitive Intelligence: Increase Your Profits Using Cyber-Intelligence (Facts on Demand Pr); ISBN: 1889150088; July 1999


Other Resources to use

http://www.bidigital.com/ci/--

Current CI articles:
http://www.montague.com/review/buslibbest.html (the best of buslib archives)
http://lists.nau.edu/cgi-bin/wa?A0=BUSLIB-L (full buslib archives)

Blogs and Commentaries
http://smarteconomy.typepad.com Smart Economy (innovation & business models)
http://battellemedia.com/ (search engine blog)

Cool News of the Day:
http://www.reveries.com/

Extra Texture: (all kinds of news)
http://www.extratexture.com/

Paidcontent.org (the economics of content)
http://www.paidcontent.org/

Footnoted.org (SEC footnotes analysis)
http://www.footnoted.org/

Technology Review
http://www.technologyreview.com/Blog/

Wired
http://blog.wired.com/

NYT's blog suggestions:

Anti-trust blog
http://www.truthonthemarket.com

Marketplace
http://marketplace.publicradio.org/

Risk Metrics Group (corporate governance blog)
http://blog.issgovernance.com/

Blogging Stocks (responses to company news)
http://www.dailyfinance.com/

Tools
http://www.philb.com/iwanto.htm (reviews embedded applications to do most anything on the web)
Aquate Intelligence (*curated CI tools, templates*)

**Mind Mapping Tools**
http://freemind.sourceforge.net/wiki/index.php/Main_Page
http://www.mindmeister.com/

**CI software:**
http://www.comlinks.com/software/isoftmenu.htm
http://www.bidigital.com/ci/Software/

**News Aggregators:**
http://www.newsonfeeds.com/faq/aggregators

**Glossaries:**
http://www.smartmoney.com/dictionary/

**Additional Resources Passwords**

Special issues
http://www.specialissues.com/lol/
Username: brazos2
Password: classpass238+

Capital IQ (passwords provided)
# Search & Reading assignments Schedule and Grading

<table>
<thead>
<tr>
<th>Class No</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Search Assignment Due</th>
<th>Search Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/19</td>
<td>Overview: What is CI?; Company Analysis Market Analysis</td>
<td>“Top 12 priorities for CI” “What is CI”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1/26</td>
<td>Finding Competitors Special Issues, Trade Shows, Associations VC Discussion:</td>
<td>Tyson “CI for CEO’s White Paper, &amp; Miller p 1-30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2/2</td>
<td>Speaker: Gary Hoover</td>
<td></td>
<td>1.1(first pass)—</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>2/9</td>
<td>Speaker: Scott Ulrich— Capiq Training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>2/16</td>
<td>Primary Research: going to the source Phone etiquette People : Zoom Info; social networking, magazine editors,</td>
<td>“SuperSearchers Power Tips” Fuld, “Interview Techniques” Miller pp.124-131 “Primary Research”</td>
<td>1.1 &amp; 1.2</td>
<td>20</td>
</tr>
<tr>
<td>6</td>
<td>2/23</td>
<td>Visualizing Data</td>
<td>Renee Daulong Interview</td>
<td>2.1</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>3/1</td>
<td>Financial Forensics e-Statements, Ratio Norms</td>
<td>Fuld Ch. 9 “Building a Financial Statement”</td>
<td>2.2</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>3/8</td>
<td>(Chidester out of town) Guest Speaker: Speaker: Robyn Rosenberg Patents</td>
<td>Miller (Patents p.86-91)</td>
<td>2.3</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>3/22</td>
<td>What is Analysis Competitor Analysis SWOT, Gartner Magic Quadrant</td>
<td>Fuld Ch. 12 “Practical Approach to Analysis” Miller Ch. 5 “Analytical Models &amp; Techniques”</td>
<td>2.4</td>
<td>10</td>
</tr>
</tbody>
</table>

3/12-16 Spring Break
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Reading Material</th>
<th>Hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>3/29</td>
<td>Staying Informed Blogs</td>
<td>Miller Ch.7 “IT Marketplace; Ch 12 “Small Business Intelligence”</td>
<td>2.5</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>4/5</td>
<td>Guest Projects:</td>
<td></td>
<td></td>
<td>Guest presentation</td>
</tr>
<tr>
<td>12</td>
<td>4/12</td>
<td>“Ethics” In class work</td>
<td>Miller Ch. 10 “Conducting Intelligence Ethically”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>4/19</td>
<td>In class work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>4/26</td>
<td>In class work</td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>15</td>
<td>5/3</td>
<td>Class Presentations on Guest Projects</td>
<td></td>
<td></td>
<td>Guest Project 3</td>
</tr>
</tbody>
</table>