Competitive Intelligence INF 382P Spring 2013

Syllabus

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

Readings:
Please go to Blackboard-under Documents. They are arranged according to date

OPTIONAL but Recommended
Jerry Miller. Millenium Intelligence: Understanding and Conducting Competitive Intelligence in the digital age (2000 isbn 0190965285) This text doesn’t cover social media—still looking for an update that is relevant to the basic concepts


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/iwantto.htm (reviews embedded applications to do most anything on the web)

**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)
<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>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1/17</td>
<td>Overview: What is CI? Company Analysis, Market Analysis</td>
<td>1. “Top 12 priorities for CI”</td>
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<td>2. “What is CI”</td>
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<td>3</td>
<td>1/31</td>
<td>Primary Research: going to the source Phone etiquette People: Zoom Info; social networking, magazine editors,</td>
<td>1. “SuperSearchers Power Tips”</td>
<td>1.1 (first pass)—</td>
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<td>2. Fuld, “Interview Techniques”</td>
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<td>3. Miller pp. 124-131 “Primary Research”</td>
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<td>4</td>
<td>2/7</td>
<td>Speaker: Scott Ulrich—Capiq Training</td>
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<td>5</td>
<td>2/14</td>
<td>Speaker: Gary Hoover</td>
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<td>1.1 &amp; 1.2</td>
<td>20</td>
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<td>6</td>
<td>2/21</td>
<td>Visualizing Data</td>
<td>1. Renee Daulong Interview</td>
<td>2.1</td>
<td>10</td>
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<td>2. Delivering CI Visually</td>
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<td>3. Before After Magic</td>
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<td>7</td>
<td>2/28</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>
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<td>8</td>
<td>3/7</td>
<td>Guest Speaker: Robyn Rosenberg Patents</td>
<td>Miller (Patents p. 86-91)</td>
<td>2.3</td>
<td>10</td>
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<td>9</td>
<td>3/21</td>
<td>What is Analysis Competitor Analysis SWOT, Gartner Magic Quadrant</td>
<td>Fuld Ch. 12 “Practical Approach to Analysis”</td>
<td>2.4</td>
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3/11-15 Spring Break

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<td>2.4</td>
<td>10</td>
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### Staying Informed

1. Miller Ch.7 “IT Marketplace; 2.Ch 12 “Small Business Intelligence”

### Guest Projects:

- **4/11** “Ethics” In class work
  - Miller Ch. 10 “Conducting Intelligence Ethically”

### In class work

- **4/18**
- **4/25**

### Class Presentations on Guest Projects

- **5/2**
  - Guest Project 3