

Competitive Intelligence INF 382P Spring 2014
Syllabus

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Unique no. 28715

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For all content and assignment related questions, contact Chidester directly via email or phone.

Class Objective: to learn how to identify quickly a company's financial and market strength for the purposes of helping understand and give direction to others on the competitive landscape of any industry or market. They will be assigned "hard to define" markets to study and learn how to partition the research process whereby no market would be "too daunting" to tackle in the future. This is the course where students learn how to "boil the ocean" of competitive intelligence and market research, implying achieving the impossible. Students learn what information is "findable" and what can or should be guessed at with confidence. Studying markets is not about absolute numbers, but about company and individual character, as well as macro-dynamic trends. The students will also learn about the CI practice and standards of ethical conduct along with how to institutionalize the process within companies. Students will gain skill in using various research management tools such as mind-mapping and pivot tables and gain skill in the syntax nuances of such business databases as Capital IQ, Factiva and Business Source Complete. They will also learn what resources are worth paying for and what can be found for free.

To subscribe to listserv INF382P

inf382p@utlists.utexas.edu

go to: <https://utlists.utexas.edu/sympa/info/inf382p> and subscribe

Readings:

Please go to Canvas under Syllabus 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*

Paula Berinsein: Business Statistics on the Web. (Cyberage Books, 2003) isbn 091096565x

Recommended:

The New Competitor Intelligence: The Complete Resource for Finding, Analyzing, and Using Information about Your Competitors

by Leonard M. Fuld Publisher: John Wiley & Sons; ISBN: 0471585084; 2 edition (November 22, 1994)

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

Margaret Metcalf Carr. **Super Searches on Competitive Intelligence.** The Online and Offline Secrets of Top CI Researchers .(Cyberage Books, Information Today: Metcalf, NJ.) ISBN: 0910965641 (June 2003)

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Craig S. Fleisher, Babette E. Bensoussan. **Business and Competitive Analysis: Effective Applications of New and Classic Methods** (FT press: Upper Saddle river, NJ) 2007 ISBN-10: 0-13-187366-0

Risa Sacks. **Super Searchers Go to the Source.** (CyberAge Books, Information Today: Melrose NJ) isbn: 0-910965-53-6 (2001)

Chris Sherman, Gary Price **The Invisible Web: Uncovering Information Sources Search Engines Can't See**
(Independent Publishers Group; 1st edition (September 15, 2001) ISBN: 091096551X)

Vibert, Conor, editor & contributor **Introduction to Online Competitive Intelligence Research**
(Thomson: Texere) 2004 ISBN: 0-538-72680-6

John Downes, editor **Dictionary of Finance and Investment Terms** ., Barron's Financial Guides, ISBN 0764107909, 5th ed 1995.

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:

http://www.nytimes.com/ref/technology/blogs_101.html

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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

Capital IQ (passwords provided)

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Search & Reading assignments Schedule and Grading

| Class No | Date | Topic | Readings | Search Assignment Due | Search Points |
|----------------------|-------------|---|---|------------------------------|----------------------|
| 1 | 1/16 | Overview:What is CI?; Company Analysis Market Analysis | 1.“Top 12 priorities for CI” 2.“What is CI” | | |
| 2 | 1/23 | InvisibleWeb Finding Competitors Special Issues, Trade Shows, Associations VC Discussion: | 1.Tyson “CI for CEO’s White Paper, 2.Miller p 1-30 | | |
| 3 | 1/30 | Primary Research: going to the source Phone etiquette People : Zoom Info; social networking, magazine editors. | 1.“SuperSearchers Power Tips” 2.Fuld,”Interview Techniques” 3.Miller pp.124-131 “Primary Research” | 1.1(first pass)— | |
| 4 | 2/6 | Speaker:Scott Ulrich— CapitalIQ Training | | | |
| 5 | 2/13 | Visualizing Data; Pivot Tables | 1.Renee Daulong Interview 2. Delivering CI Visually 3. Before After Magic | 1.1 & 1.2 | 20 |
| 6 | 2/20 | Financial Forensics e-Statements, Norms & Ratios: Speaker: Gary Hoover | Fuld Ch. 9 “Building a Financial Statement” | 2.1 | 10 |
| 7 | 2/27 | Guest Speaker: Laura Young on Social Media and Analysis | | 2.2 | 10 |
| 8 | 3/6 | Guest Speaker: Robyn Rosenberg Patents | Miller (Patents p.86-91) | 2.3 | 10 |
| 3/10-14 Spring Break | | | | | |

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|----|------|--|---|-----------------------|----|
| 9 | 3/20 | What is Analysis Competitor Analysis SWOT, Gartner Magic Quadrant | Fuld Ch. 12 "Practical Approach to Analysis" Miller Ch. 5 "Analytical Models & Techniques" | 2.4 | 10 |
| 10 | 3/27 | Class Presentations of 2.5 | 1. Miller Ch. 7 "IT Marketplace; 2. Ch 12 "Small Business Intelligence" | 2.5 | 10 |
| 11 | 4/3 | Guest Projects: | | Guest presentation | |
| 12 | 4/10 | "Ethics" In class work | Miller Ch. 10 "Conducting Intelligence Ethically" | | |
| 13 | 4/17 | In class work | | | |
| 14 | 4/24 | In class work | | | |
| 15 | 5/1 | Class Presentations on Guest Projects | | Guest Project 3 | 30 |