Competitive Intelligence INF 382P Spring 2011

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

Electronic Reserves:
inf382P login: Compete
http://reserves.lib.utexas.edu/coursepage.asp?cid=1891&page=01

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

http://marketplace.publicradio.org/

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

Blogging Stocks (*responses to company news*)
http://www.bloggingstocks.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:

Additional Resources Passwords

Special Issues.com (password provided)
10kWizard (passwords provided)
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” (reserve)</td>
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<td></td>
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<td>“What is CI” (reserve)</td>
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<tr>
<td>2</td>
<td>1/26</td>
<td>Scott Ulrich, or Gary Hoover</td>
<td>Tyson “CI for CEO’s White Paper, &amp; Miller p 1-30 (reserve)</td>
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<td>Capital IQ</td>
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<td></td>
<td></td>
<td>Finding Competitors Special Issues, Trade Shows, Associations VC Discussion:</td>
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<tr>
<td>3</td>
<td>2/2</td>
<td>Speaker: Gary Hoover</td>
<td></td>
<td></td>
<td>1.1 (first pass)—send online</td>
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<tr>
<td>4</td>
<td>2/9</td>
<td>Finding Competitors (cont’d)</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>2/16</td>
<td>Primary Research: going to the source</td>
<td>“SuperSearchers Power Tips” (reserve) Fuld, “Interview Techniques” (reserve) Miller pp.124-131 “Primary Research”</td>
<td>1.1 &amp; 1.2</td>
<td>20</td>
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<td></td>
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<td>Phone etiquette</td>
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<td>People : Zoom Info; social networking, magazine editors, e-Statements,, Ratio Norms</td>
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<td>6</td>
<td>2/23</td>
<td>AV: Laura Young</td>
<td>Renee Daulong Interview (reserve)</td>
<td>2.1</td>
<td>10</td>
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<tr>
<td>7</td>
<td>3/2</td>
<td>Financial Forensics</td>
<td>Fuld Ch. 9 “Building a Financial Statement” (reserve)</td>
<td>2.2</td>
<td>10</td>
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<tr>
<td>8</td>
<td>3/9</td>
<td>Speaker: Susan Ardis? Patents</td>
<td>Miller (Patents p.86-91)</td>
<td>2.3</td>
<td>10</td>
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<td>3/15-19 Spring Break</td>
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<td>9</td>
<td>3/23</td>
<td>What is Analysis Competitor Analysis SWOT, Gartner Magic Quadrant</td>
<td>Fuld Ch. 12 “Practical Approach to Analysis” (reserve) Miller ch 5 “Analytical Models &amp; Techniques”</td>
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<td>Week</td>
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<td>10</td>
<td>3/30</td>
<td>Staying informed: Blogs</td>
<td>Miller ch 7, “IT marketplace”; “Small Business Intelligence”</td>
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<tr>
<td>11</td>
<td>4/6</td>
<td>Guest Projects:</td>
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<td>Guest presentation</td>
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<tr>
<td>12</td>
<td>4/13</td>
<td>“Ethics”</td>
<td>Miller ch 10 “Conducting Intelligence Ethically”</td>
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<tr>
<td>13</td>
<td>4/20</td>
<td>In class work</td>
<td></td>
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<tr>
<td>14</td>
<td>4/27</td>
<td>Class Presentations on Guest Projects</td>
<td>Guest Project 3</td>
<td>30</td>
<td></td>
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