**Industrial Management**

**Academic Syllabus**

**Effective: Spring 2020**

**Course Number:** [**210122.10.5780.01**](https://levnet.jct.ac.il/Lecturer/GroupStudents.aspx?GroupID=61006)

**Course Name: Business Intelligence**

**Course components: Lecture: 3 weekly hours**

**Credits: 3**

**Course Objective:** The principle goal of the course is to introduce students to the role that business or competitive intelligence plays in business planning and competitive

**Course Description:**

This course takes a managerial approach to understanding business intelligence systems, better known in the US as *Competitive Intelligence*, with the goal of helping future managers understand the competitive environment they operate in, and to better compete with their competition and for their customers.

**Evaluation criteria:**

The class will be conducted in a traditional lecture format, with homework, a term paper and a final exam as methods of assessing progress.

Homework: 40%

Competitive Intelligence Report: 30%

Final Exam: 30%

Text: Competitive Intelligence  
 How to acquire and use corporate intelligence and counter-intelligence

By Douglas Bernhardt, FT Prentice Hall

Go to <https://www.mdhcourses.com/competitive-intelligence> to download the text

Materials: there will be a series of readings and handouts that students will be expected (read: required) to read and have command of before the respective class, and to be able to discuss them in class. Class participation refers to coming to class prepared to participate in class discussions (hence the term Class Participation).

**Course requirements**

* Attendance is required, with three absences resulting in a drop of a letter grade in the final grade.
* Home works are to be turned in on time. Late home works will be docked five points. The home work schedule in indicated below in red following the lecture(s) to which they relate.

# CELL PHONES AND CUMPUTERS

Cell phones should either be turned off or switched to silent/vibrate so as not to disturb the class. Computers may be used to take class notes only.

Simply put, students are expected (read, required) to be attentive during class lectures and to participate in class discussions. Students are not to receive/read text messages during class, surf the internet or otherwise be distracted from class via their cell phones. The same applies with computers. Students may take notes on their computers, but the computer screen may NOT be of an internet site or other reading/photo materials.

Being physically present is not enough to count as attendant. Students caught perusing the net, email, text messages or any material not related to the class will be marked as absent.

CI Report: The first reading assignment is itself a study by students on the subject of Competitive Intelligence. Included in their paper are references to case studies they use to support their discussion of specific issues. Use these references as guides. You are to write a two Competitive Intelligence reports, using the template available in this classes’ Moodle account. You are to:

* select two traded companies (US, Israeli or other) and to prepare a CI Report on one of their competitors  
   OR
* select one traded company and to prepare CI Reports on two of its competitors

You should start the report/paper now, and not at the end of the semester (consider this a warning not to ask for an extension). This is expected to be a college paper, and not a high-school book report. Report is due one week before the final exam. Late reports will be docked 5 points.

**Homework assignments are to be emailed to: humphries@bezeqint.net**

**Course Program**

**Session 1**: Introduction to course: review of syllabus, course expectations; introduction into the topic of Competitive Intelligence.

Readings:

Handout 1: What is Business Intelligence?

**Session 2: Competitive Intelligence Activities**

Readings: Chapter 1

Text: Introduction, Executive Summary and Chapter 1

Handouts:

* John J McGonagle, Carolyn M Vella. A case for competitive intelligence. Information Management Journal. Lemexa: Jul/Aug 2002. Vol. 36, Iss. 4; pg. 35, 6 pgs.
* Matt A Evans Competitive Intelligence, Part 1: The Basics

**Homework 1**

**Session 3: The Strategy Process**

Readings:

Text: Chapter 2

Handouts:

* Darrell S. Mockus (2003). Competitive Analysis: Do You REALLY Know What The Competition Is Doing? Journal of Business Strategy/Handbook of Business Strategy
* Matt A Evans Competitive Intelligence, Part 2: Key Topics

**Session 4: Key Competitive Intelligence Topics**

Readings:

Text: Chapter 3

Handouts:

* Fuld, Leonard M. (1996) The New Competitor Intelligence: The Complete Resource for Finding, Analyzing, and Using Information About Your Competitors. New York: Wiley, pgs. 23-32.

**Homework 2**

**Session 5: Early Warning**

Readings:

Text: Chapter 4

Handouts:

* Fuld, Leonard M. (2004) "How to Anticipate Wrenching Change". Chief Executive. New York: Aug/Sep. Iss. 201; pp. 20, 1.
* Darrell Mockus (2003). Do you really know what the competition is doing? *The Journal of Business Strategy.*  Boston: .Vol.24, Iss. 1; pg. 8, 3 pgs.

**Session 6: Intelligence Work**Readings:

Text: Chapter 5

Handouts:

* Fuld, Leonard M. (1991) "The Intelligence Process: A management Checklist". Canadian Business Review. Summer. 18. 2.pp. 39-42.
* Center *for the* Study *of* Intelligence, CIA. Improving Intelligence Analysis

**Homework 3**

**Session 7: Types of Information, Sources of Information**

Readings:

Text: Chapter 6

**Session 8: Means and Methods**

Readings:

Text: Chapter 7

**Session 9 : Profiling the Opposition and his offerings**

Readings:

Text:

Handouts:

* Sheila Wright, David W Pickton, Joanne Callow (2002). "Competitive intelligence in UK firms: A typology". Marketing Intelligence & Planning. Bradford: Vol. 20, Iss. 6; pp. 349, 12 pgs

**Session 10: Ethics**

Readings:

Text: Chapter 8

Handouts:

* Bill Fiora. "Ethical business intelligence is NOT Mission Impossible”. Strategy & Leadership. Chicago: Jan/Feb 1998. Vol. 26, Iss. 1; pp. 40, 2 pgs.
* Fitzpatrick, William M. S.A.M. "Uncovering trade secrets: The legal and ethical conundrum of creative competitive intelligence”. TDWI Checklist Report, August, 2013. tdwi.org
* Tucker School of Business at Dartmouth (2005) “The Ethics of Competitive Intelligence”. <http://mba.tuck.dartmouth.edu/pdf/2005-1-0095.pdf>

**Homework 4**

**Session 11: Internal and External Data**

Readings:

Handouts: DATA WAREHOUSE AND DATA MINING - DATABASES NEXT STEP

Burtescu Emil University of Pitesti, Faculty of Economics Sciences

Burtescu Claudia University of Pitesti, Faculty of Economics Sciences”.

**Session 12: Competitive Intelligence vs. Espionage**

Readings:

Text: Chapter 9

Handouts:

* Malcolm W Pennington (2002). "Corporate intelligence gathering and espionage". Strategy & Leadership Chicago. Vol 30. Iss. 5. pp. 38-39.
* Andrew Crane (2003). “In the company of spies: the ethics of industrial espionage”. International Center for Corporate Social Responsibility Nottingham University Business School No. 15-2003 ICCSR Research Paper Series - ISSN 1479-5124 [www.nottingham.ac.uk/business/ICCSR](http://www.nottingham.ac.uk/business/ICCSR)

**Homework 5**

**Session 13: Competitive Intelligence for the Small to Medium sized Enterprise**

Readings:

Handouts:

* 2. Groom, R Jeremy, Fred R David. S.A.M (Winter 2001). "Competitive intelligence activity among small firms". Advanced Management Journal. Cincinnati: Vol. 66, Iss. 1; pp. 12, 9.
* Sen, B.A. & Taylor, R. (2007). "Determining the information needs of small and medium-sized enterprises: a critical success factor analysis." Information Research, 12(4) paper 329. [Available at http://InformationR.net/ir/12-4/paper329.html]