COURSE DESCRIPTION AND APPLICATION INFORMATION

Course Name	Code	Semester	T+A+L (hour/week)	Type (C / O)	Local Credit	ECTS
Competitive Intelligence	MIS 404	Fall-Spring	03+00+00	Elective	3	6

Academic Unit:	Management Information Systems
Mode of Delivery:	Face to face
Prerequisites:	No
Language of Instruction:	English
Level of Course Unit:	Undergraduate
Course Coordinator:	- -
Course Objectives:	This course aims at providing students all the necessary knowledge about Competitive Intelligence (CI), from identifying the CI dynamics until implementing I system and evaluating CI.
Course Contents:	Competitive Intelligence (CI) methodology, CI characteristics, CI practices in the world, Strategic analytical tools, CI tools for the Internet, CI Information System, CI indicators, principles of Information security.
Learning Outcomes of the Course Unit (LO):	• **1-** Ability to use CI methodology • **2-** Covering of CI characteristics, practices in the world • **3-** Ability to use Strategic analytical tools and build CI indicators • **4-** Mastering CI tools for the Internet, build appropriate CI Information System • **5-** Knowledge about the basics of Information security : computer, intellectual property, physical and information manipulation.
Planned Learning Activities and Teaching Methods:	In class lectures, class work, laboratory exercices, midterm and final exam. Teaching is interactive.

WEEKLY SUBJECTS AND RELATED PREPARATIONS

Week	Subjects	Related Preperation
1	From information to CI	
2	CI methodology	
3	Characteristics of CI actors	
4	Comparison of CI developments in Western countries	
5	Defining the needs of information	
6	Collection of information (except from the Internet)	
7	Internet tools to collect information	
8	Analysis, diffusion and storage of information	
9	Development of metrics to assess and maintain CI system	
10	Protection of information	
11	The technology, economic and cultural context of the company TECH	
12	The CI system at TECH	
13	The Information System dedicated to support CI activities at TECH	
14	The results obtained by the CI unit at	

		TECH		

REQUIRED AND RECOMMENDED READING

Bisson C (forthcoming in 2014), Competitive Intelligence for SMEs: innovate and export in a global market. Sharp S. (2009). Competitive Intelligence Advantage. Wiley.

OTHER COURSE RESOURCES

ASSESSMENT METHODS AND CRITERIA

Semester Requirements	Number	Percentage of Grade (%)
Project	1	25
Midterms / Oral Exams / Quizes	1	25
Final Exam	1	50
Total:	**3**	**100**

WORKLOAD

Events	Count	Duration (Hours)	Total Workload (hour)
Course Hours	14	2	28
Practice / Exercise	14	1	14
Project	1	15	15
Preparation for Presentation / Jury	1	10	10
Extra-Class Activities (reading,individiual work, etc.)	14	2	28
Midterms / Oral Exams / Quizes	1	25	25
Final Exam	1	30	30
Total Workload (hour):			**150**

1 ECTS = 25 Hours Workload

THE RELATIONSHIP BETWEEN COURSE LEARNING OUTCOMES (LO) AND PROGRAM QUALIFICATIONS (PQ)

#	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9
LO1									
LO2									
LO3									
LO4									
LO5									

Contribution: 1 Low, 2 Average, 3 High

#	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9
LO1									
LO2									
LO3									
LO4									
LO5									