Linnæus University

Course syllabus

Faculty Board of Science and Engineering

School of Computer Science, Physics and Mathematics

4IK015 Omvärldsbevakningssystem, 7,5 högskolepoäng
4IK015 Competitive Intelligence Systems, 7.5 credits

Main field of study
Informatics

Subject Group
Informatics/Computer and Systems Sciences

Level of classification
Second Level

Progression
A1N

Date of Ratification
Approved by Organisational Committee 2009-12-01
The course syllabus is valid from autumn semester 2010

Prerequisites
Standard University requirements and 90 credits of Informatics or the equivalent.

Objectives
Upon completion of the course, a student should be able to:

- know how to examine organizational need for external information
- understand and be able to apply models and techniques for analyzing and describing systems and processes used to monitor external environments

Content
The course consists of the following:

- external environment analysis models used in enterprise management
- systems development models for monitoring external environments
- methods used to analyze information from exterior sources
- guidance systems for monitoring external environments

Type of Instruction
The course consists of lectures, presentations and assignments conducted in group and/or individually.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

On request, students may have their credits translated to ECTS-marks. Such a request must be sent to the examiner before the grading process starts.

Assessment of the students' performance is made through written and/or oral exams, and/or presentation of the mandatory assignments. The types of assessment used in the course will be decided on at the beginning of the course.

Students who do not pass the regular examination are given the opportunity to do a re-examination shortly after the regular examination.

Course Evaluation

A written course evaluation will be carried out at the end of the course in accordance with the guidelines of the University. The course evaluation will be filed at the department.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: IV5023 Business Intelligence and Data Mining (7.5 credits).

Other

Upon request, a Swedish University degree will be issued upon successful completion of the full demands for that degree.

Students who receive a passing grade in the course may download a course certificate through the Student Portal. Otherwise they may request a course certificate from the school secretary.

Required Reading and Additional Study Material

Required reading

Liebowitz, J., *Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management*, 2006. 233 (233) pages.

Davenport, Thomas H. & Harris, Jeanne G., *Competing on analytics*, Harvard Business Press, 2007. 218 (218) pages.

Gilad, B., *Early Warning : Using Competitive Intelligence to Anticipate Market Shifts, Control Risk, and Create Powerful Strategies*, 2003. 287 (287) pages.

DFM, *Compendium*, Linnæus University. 150 pages.