



TEACHING PLAN

Graduate Program: Business Management		
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
Discipline: Strategic Competitive Intelligence		Discipline code: ENST10588
Professor: Gilberto Perez		DRT: 1120707
Workload: 48h	Credits: 4	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
Syllabus: The Origin and Evolution of Competitive Intelligence; Historical Evolution of Studies on Competitive Intelligence; The Identification of the Components of Competitive Intelligence; Functions of Information and Knowledge in Competitive Intelligence; Collective Intelligence; Information Systems and Information and Communication Technologies in the consolidation of Competitive Intelligence; Competitive Intelligence x Market Intelligence x Business Intelligence; The Contribution of Competitive Intelligence in the Decision-Making Process; Competitive Intelligence and Strategic Competitiveness; Competitive Intelligence and the Identification of Signals in the External Environment; Organizational Memory and Competitive Intelligence.		
Assessment Criteria: 1) Quality of presentations taking into account the clarity, objectivity, and comprehension of the text (2 points); 2) Quality of abstracts (2 to 3 questions) related to each article read (2 points); 3) Presence and participation of students in debates and case studies (1 point); 4) Interdisciplinary paper: Article presented at the end of the course (5 points).		



Bibliography:

ANSOFF, I. H. Managing strategic surprise by response to weak signals. **California Management Review**, v. 18, n. 2, p. 21–33, 1975.

CALOF, J. L.; WRIGHT, S. Competitive intelligence: a practitioner, academic and inter-disciplinary perspective, **European Journal of Marketing**, v. 42, p. 717-730, 2008.

DONOHUE, P. D.; MURPHY, P. M. Supporting Competitive Intelligence at DuPont by Controlling Information Overload and Cutting Through the Noise **Journal of Information & Knowledge Management**. v. 15, n. 1, p. 1-14, 2016.
<https://doi.org/10.1142/S0219649216500040>.

DU TOIT, A. S. A. Comparative Study of Competitive Intelligence Practices between Two Retail Banks in Brazil and South Africa. **Journal of Intelligence Studies in Business**, v. 3, n.2, p. 30-39, 2013.

ELIA, GIANLUCA; MARGHERITA, ALESSANDRO; VELLA, GIUSEPPE; GRIPPA, FRANCESCA; CAPPILLI, ANDREA. A Conceptual Model to Design a Collective Intelligence System Supporting Technology Entrepreneurship. **Proceedings of the European Conference on Knowledge Management 2014**, v. 1, p. 297-305, 2014.

GARCIA-ALSINA, M.; COBARSÍ-MORALES, J.; ORTOLL, E. Competitive intelligence theoretical framework and practices: The case of Spanish universities, **Aslib Journal of Information Management**, v. 68 n. 1, p.57-75, 2016. <https://doi.org/10.1108/AJIM-04-2015-0061>

LESCA, H.; LESCA, N. **Strategic Decisions and Weak Signals: Anticipation for Decision-Making**. WILEY-ISTE. Cap. 1, p. 1-46, 2014.

PRESCOTT, J. E.; MILLER, S. H. **Proven Strategies in Competitive Intelligence**, New York: John Wiley & Sons, Inc., 2001.

SHARP, S. Competitive Intelligence: What You Don't Know Will Hurt You. In: **Competitive Intelligence Advantage: How to minimize risk, avoid surprises, and grow your business in a changing word**. John Wiley & Sons, Inc. Cap 3 p. 35-56, 2009.

WRIGHT, S.; BISSON, C.; DUFFY, A. Competitive Intelligence and Information Technology Adoption of SMEs in Turkey: Diagnosing Current Performance and Identifying Barriers. **Journal of Intelligence Studies in Business**, v. 3, n. 2, p. 5-29, 2013.

ZANGOUEINEZHAD, A.; MOSHABAKI, A. The role of structural capital on competitive intelligence. **Industrial Management & Data Systems**, v. 109, n. 2, p. 262-28, 2009.