

CYLLABUS

Course: Business Intelligence, FEC050

Course responsible: Klaus Solberg Söilen

Place: Blekinge Institute of Technology, Sweden

Credits: 10 (Exame 5 p., Report 3 p., 2 p. for Participation)

Term: 2

Start date: November 1, 2005

Language: English

Technological solutions: eMail, Idenet, Marratech, BI Software

Prerequisites: It is an advantage but no requirement for Students to have had courses in Statistics, in the principles of Marketing, Scientific method, Strategy and Entrepreneurship.

Grading: 50% on oral exam, 30% on Business Intelligence Report, 20% on active participation.

Goal: The aim of the course is to provide students with the knowledge and the know how for them to qualify for positions as “omvärldsanalytikere” (intelligence analysts) in private- and public organizations.

Description of Content: The course consists of 12 lectures x 2 hours. In addition the student is asked to write and present a real-life BI report for a given company. Cases will be assigned. Students may work in groups of up to 4 for the report. The content of the lectures are as follows:

Lecture 1: Fundamentals of Competitive Intelligence - Definitions, History and Practice

Lecture 2: Information asymmetry and competitive advantage in the Global marketplace

Lecture 3: Means and Methods of Competitive Intelligence. Part 1: The influence of Cultures

Lecture 4: Open Sources as a policy and a philosophy

Lecture 5: Means and Methods of Competitive Intelligence. Part 2: The Analytical Toolbox

Lecture 6: Developing the model and conducting the analysis

Lecture 7: The Technology of Competitive Intelligence: Business Intelligence Software

Lecture 8: The Technology of Competitive Intelligence: Surveillance and Security

Lecture 9: Developing and Managing Business Intelligence Teams

Lecture 10: Industrial espionage and the Ethics of Information Gathering in Private and Public organizations

Lecture 11: The Business Intelligence Report – Coaching I, with real life client

Lecture 12: The Business Intelligence Report - Coaching II, with teacher

Literature: The student is asked to read the primary literature, articles assigned for each lecture, and eventual PowerPoint presentations, which may be downloaded through IDENET.

1. Primary (must read & buy)

Solberg Soilen, Klaus (2005). Introduction to Private- and Public Intelligence.
Studentlitteratur, Lund

2. Secondary (may read & buy)

Agrell, Wilhelm (1998). Konsten att gissa rätt. Lund: Studentlitteratur.

Ashton, W. Bradford, Klavans, Richard A. (1997). Keeping abreast of Science and Technology. Columbus, OH.: Battelle Press.

Björklund, F., Lundh, T, Wendt, A. (1998). Business intelligence och etiska/legala gråzoner för informationsinsamling – en jämförande studie mellan branscher.
Student paper: University of Lund, Crawford School of Economics and Management.

Burwell, Helen P. (1999). Online CI. Tempe, AZ: Facts on Demand Press.

Chaliand, Gérard (Ed.) (1982). Guerrilla Strategies. Berkeley, CA: University of California Press.

Cook, Michelle & Cook, Curtis W. (2000). Competitive intelligence: create an intelligent organization and compete to win. London: Kogan Page.

Dedijer, S., Jéquier, N. (1987). Intelligence for Economic Development. Oxford: Berg.

Dedijer, Stefan (1998). Competitive Intelligence in Sweden. Competitive Intelligence Review, Vol. 9 (1), p. 66-68.

Delmar, Rhonda, Hancock, Monte (2001). Data mining explained. Boston, MA: Digital Press.

De Ville, Barry (2001). Microsoft Data Mining: Integrated Business Intelligence for e-Commerce & Knowledge. Butterworth-Heinemann.

Dutka, Alan (1999). Competitive Intelligence for the Competitive Edge. Lincolnwood, Ill.: NTC Business Books.

Fahey, Liam (1999). Competitors. New York, N.Y.: John Wiley & Sons.

Fialka, John J. (1997). War by other Means. New York, N.Y.: W.W. Norton & Co.

Fleisher, Craig S., Bensoussan, Babette (2002). Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition. Upper Saddle River, NJ: Prentice Hall.

Fleisher, Craig S., Blenkhorn, David L. (2001). Managing Frontiers in Competitive Intelligence. Westport, Connecticut: Quorum Books.

Förster, A. (1997). Maulwürfe in Nadelstreifen, Wirtschaftsspionage – der neue Job der Geheimdienste. Berlin, Deutschland: Henschel Verlag.

Frankelius, P. (2001). Omvärldsanalys. Malmö, Sweden: Liber Ekonomi.

Fuld, Leonard M. (1994). The New Competitor Intelligence: The Complete Resource for Finding, Analyzing, and Using Information about Your Competitors. New York, N.Y.: John Wiley & Sons.

- Furustig, H., Sjöstedt, G. (2000). Strategisk omvärldsanalys. Lund, Schweden: Studentlitteratur.
- Gordon, Ian H. (2001). Competitor Targeting: Winning the Battle for Market and Customer Share. New York, N.Y.: John Wiley & Sons.
- Halliman, Charles (2001). Business Intelligence Using Smart Techniques : Environmental Scanning Using Text Mining and Competitor Analysis Using Scenarios and Manual Simulation. Houston, TX.: Information Uncover.
- Herman, M. (1996). Intelligence Power in Peace and War. Cambridge, England: Cambridge University Press.
- Hussey, David, Jenster, Per (1999). Competitor Intelligence. Chichester, England: John Wiley & Sons, Inc.
- Ikeya, Nozomu (2001). The japanese Intelligence Culture, CIR, Vol 12 (4), p. 51-56.
- Jönsson, C., Tagil, S. Törnquist, G. (2000). Organizing European Space. London: Sage.
- Kahaner, L. (1996/1997). Competitive intelligence. New York, NY: Touchstone.
- Knütter, H.-H, Winkler, S. (Eds.). (200). Der Verfassungsschutz. Universitas: München
- Krizan, Lisa (1999). Intelligence Essentials for Everyone. Washington, D.C.: Government Printing Office.
- Liautaud, Bernard (2000). E-Business Intelligence: Turning Information into Knowledge into Profit. New York, N.Y.: McGraw-Hill Education Group.
- Malik, Fredmund (1984). Strategie des Managements komplexer Systeme. Bern und Stuttgart: Verlag Paul Haupt.
- McGonagle, John J., Vella, Carolyn M. (1999). The Internet age of competitive intelligence. London: Quorum.
- Miller, Jerry P. (2000). Millennium Intelligence: Understanding & Conducting Competitive Intelligence in the Digital Age. Medford, NJ.: Information Today, Incorporated.
- Nolan, John A. (1995). Counterintelligence, on the other hand. Competitive Intelligence Review, Vol. 6 (1), p. 49-56.
- Pincher, C. (1991). The truth about dirty tricks. London, England: Sidgwick & Jackson.
- Platt, Washington (1957). Strategic Intelligence Production. New York, N.Y.: F. A. Praeger.
- Pollard, A. (1999). Competitor intelligence. London: Financial Times/Pitman Publishing.
- Porter, M. E. (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors. New York, N.Y.: The Free Press.
- Prescott, John E., Miller, Stephen, H. (2001). Proven Strategies in Competitive Intelligence. New York, N.Y.: John Wiley & Sons, Inc.
- Rasmussen, Nils et al. (2002). Financial Business Intelligence. Wiley & Sons.
- Richelson, J. T. (1999). The U.S. Intelligence Community. Boulder, CO: Westview Press.
- Richelson, J. T. (1995). A Century of Spies. New York, NY: Oxford University Press.
- Rustmann, F. W. (2002). CIA, Inc.: Espionage & the Craft of Business Intelligence. Brassey's, Incorporated.
- Sanger, D. E., Weiner, T. (1995). Emerging Role For the CIA: Economic Spy. New York Times October 15, S.12.
- Schaunenberg, B. (2000). Korrution als Ordnungs- und als Organisationsproblem. In Külp, B., Vanberg, V. (Eds.). Freiheit und wettbewerbliche Ordnung. Freiburg: Haufe Verlagsgruppe.

Schmid, G. (2001). Commission Final Report on Echelon. Report by the Temporary Committee on the ECHELON. The European Parliament.

Underwood, Jim (2002). Competitor Intelligence. Capstone Ltd.

Vella, Carolyn M. (1999). The Internet Age of Competitive Intelligence. Westport, CT: Quorum Books.

Volkman, E. (1995). Espionage. New York, NY: John Wiley & Sons Inc.