Course Description
Introduction to the competitive intelligence process in profit and not-for-profit organizations. The course provides an overview of the principles and tools for identifying competitive intelligence needs; acquiring, organizing and storing information; creating intelligence through various analytical techniques; developing and distributing intelligence products. Topics include legal and ethical aspects, information audit, and cooperative intelligence.

Learning Outcomes
Upon completion of the course, students will be able to:
1. Implement the basic components of a competitive intelligence program in an organization;
2. Conduct an information audit to identify competitive intelligence needs;
3. Retrieve competitive information from various online databases and Web sources;
4. Use a number of techniques for organizing information;
5. Apply a variety of qualitative and quantitative analytical techniques;
6. Package information into a competitive intelligence report.

Course Content/Modules
1. The nature of the CI Process; ethical and legal considerations
2. Conducting an information audit for identifying CI needs
3. Selecting and using online and web-based information sources
4. Selecting and using analytical techniques: SWOT analysis, benchmarking
5. Competitor profiling, personality profiling
6. Five forces analysis and Patent analysis
7. RSS & indexing, organizing, packaging and distributing intelligence
8. CI software and intelligent agents
9. CI Metrics
10. CI work & careers

Assignments and Evaluation
1. Completion of 4 short related assignment: 40%
2. Completion of a CI report for a client: 30%
3. Assessment of a CI tool: 20%
4. Participation to online and class discussions: 10%

McGill University values academic integrity. Therefore, all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures (see www.mcgill.ca/integrity for more information).

If you have a disability please contact the instructor to arrange a time to discuss your situation. It would be helpful if you contact the Office for Students with Disabilities at 398-6009 before you do this.
Additional policies governing academic issues which affect students can be found in the McGill Charter of Students’ Rights (online at http://www.mcgill.ca/secretariat/documents/).

Prerequisite
The course does not have prerequisites because competitive intelligence work entails various types of skills and knowledge, and no particular courses in the MLIS program could be pointed out as essential prerequisites. However, the course is intended for MLIS II students and this means that familiarity with online searching is required. Students who have taken specialized reference courses and, in particular Business Information (GLIS638) have an advantage. On the other hand, students who have working experience in organizations should also have greater ability to identify organizational needs and issues. Those lacking such knowledge and experience may have to make the necessary adjustments.

Class time
Friday – 10:00 – 12:00. Room 106 in 3661 Peel St.

Instructors contact Information
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Although the course is web-based, you are welcome to contact us and to meet with us.

Basic Readings


