FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION & INFORMATION
School of Information

LIS 5474 – BUSINESS INFORMATION AND COMPETITIVE INTELLIGENCE
SECTION(S)
TERM 20XX, COURSE MEETING DAY/TIME, COURSE MEETING LOCATION
MODE OF INSTRUCTION: Face to face

Instructor:
Email:
Office:
Phone:
Course Location/Website:
Office Hours (in office, online or via phone):

Teaching Assistant:
Email:

COURSE DESCRIPTION:
This course introduces students to business information and competitive intelligence for information and technology professions, covering techniques for locating business and competitive intelligence information, and how to analyze, interpret and report the results of business and competitive intelligence research.

COURSE OBJECTIVES:
After the successful completion of this course, students will be able to:
- Assess business and competitive intelligence information needs;
- Apply business and competitive intelligence tools and research techniques;
- Locate relevant business-related resources and information; and,
- Analyze, interpret; and report results of business and competitive intelligence research.

COURSE MATERIALS:
No required text. Weekly readings will be provided, linked from the class site, relevant to weekly class topics and activities.

Optional text: for supplemental reading, an optional recommended text is:
Hakansson, Charlotte & Nelke, Margareta (2015). Competitive Intelligence for Information Professionals. Kidlington, UK: Chandos Publishing.

To familiarize students with business news and information, reading of business publications is strongly recommended. The following are recommended sources for business news & information:

- The Wall Street Journal (electronic resource available through the FSU Libraries)
- The New York Times business section (electronic resource available through the FSU
- Libraries)
- Financial Times (electronic resource available through the FSU Libraries—delayed by one month)
- Bloomberg Business (http://www.bloomberg.com)
- Your local newspaper business section
- Publications and websites serving the industry you are following
- Business research resources via FSU Libraries: http://guides.lib.fsu.edu/business
- Company research resources via FSU Libraries: http://guides.lib.fsu.edu/company
- Market research resources via FSU Libraries: http://guides.lib.fsu.edu/c.php?g=352457&p=2380772

Any other required readings will be added to the course calendar at least one week prior to the relevant class session.

COURSE ASSIGNMENTS AND EVALUATION:

Activity and Assignment Values

Weekly Discussion Activities	20 points
Company Analysis	20 points
Industry & Market Analysis	20 points
Competitive Intelligence Analysis	20 points
Final Presentation	20 points
Total	**100 points**

ASSIGNMENTS:

Weekly Discussion Activities: (20 Points)
Participate in discussion activities by completing a total of 10 discussion postings on topics posted to the class discussion board. Discussion topics are posted each week. Discussions may involve different activities such as writing a response to a reading, undertaking research in to answer a question and writing a detailed answer which includes correctly cited resources, and reading and responding to discussion postings by the instructor or by other students. Postings are assessed according to the completeness and quality of the response, correct spelling and grammar, and following all instructions regarding length of response and including all required elements.

Company Analysis: (20 Points)
Using business research resources and methods as provided in classes, the class web site, and readings, analyze a selected company and report on the company including company structure, officers, financials, products, services, work force, history, investors, suppliers, successes, failures, and other relevant information for understanding the company.

Industry and Market Analysis: (20 Points)
Using business research resources and methods as provided in classes, the class web site, and readings, analyze the industry in which your selected company is situated, and report on the industry including industry trends, market share information, customer and consumer information, trends and demographics, and other relevant information regarding the political, social, technological and economic environment within which the business is operating.

Competitive Intelligence Analysis: (20 Points)
Using business research resources and methods as provided in classes, the class web site, and readings, gather intelligence information and analyze the competitors and competitive environment within which the business is operating. Describe key competitors, and select one major competitor as an example for discussing in detail, including providing a profile of the company and discussing the potential threats posed by this competitor.

Final Presentation: (20 Points)
Building upon the results of the company analysis, industry and market analysis, and competitive intelligence analysis, analyze and synthesize your results into a 10-minute in-class presentation using visuals (can be PowerPoint slides, images, video) to report on your results and recommendations. Include your recommendations for areas of potential opportunity, your discussion of the company, its competitors, its industry and market share trends, and warnings regarding potential threats, assessment of risks, and your views on possibilities and trends for the next five to ten years.

GRADE CALCULATION:
All grades will be given either on a 4-point letter scale or on a 100-point scale:

A 93 – 100	A- 89 – 92
B+ 85 – 88	B 81 – 84
B- 77 – 80	C+ 73 – 76
C 69 – 72	C- 65 – 68
D+ 61 – 64	D 57 – 60
D- 53 – 56	F 0 – 52

COURSE SCHEDULE:

WEEK	TOPICS TO BE COVERED
1	Course Introduction and Logistics
2	Researching Companies
3	Business Research & Basic Resources
4	Industry, Market Share & Environmental Conditions
5	Competitive Intelligence
6	Knowledge Management
7	Analysis Methods Part 1
8	Analysis Methods Part 2
9	Benchmarking
10	Wargaming
11	Information Visualization and Presentation

12	Small Business & Start-Ups
13	Presentations, Part 1
14	Presentations, Part 2
15	Presentations, Part 3 and Course Wrap-up

UNIVERSITY POLICIES:

University Attendance Policy:

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to "...be honest and truthful and...[to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic Honor Policy, found at http://fda.fsu.edu/academic-resources/academic-integrity-and-grievances/academic-honor-policy.)

Plagiarism

Plagiarism of any type, including material from Internet sources, will not be tolerated. Cases of academic dishonesty such as plagiarism and cheating will be investigated & pursued vigorously according to departmental and (if needed) university procedures. Before submitting any work for this class, please read the "Academic Honor System" in its entirety (see link above) and ask me to clarify any of its expectations that you do not understand.

Americans With Disabilities Act:

Students with disabilities needing academic accommodation should:
(1) register with and provide documentation to the Student Disability Resource Center; and
(2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
sdrc@admin.fsu.edu
http://www.disabilitycenter.fsu.edu/

Syllabus Change Policy

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advanced notice.

SCHOOL OR DISCIPLINARY POLICIES:

Copyright Statement

Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the *Technology, Education, And Copyright Harmonization* (TEACH) Act (refer to the 3/7/2001 TEACH Act at www.copyright.gov/legislation/archive/).

Sexual Harassment Policy

It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form. http://registrar.fsu.edu/bulletin/graduate/information/university_notices/

iSchool Hardware and Software Requirements

A list of all hardware and software requirements for students participating in the School of Information (iSchool) courses can be found at the following location: http://ischool.cci.fsu.edu/academics/online/requirements/

Student Eligibility for an Incomplete Grade

Incomplete ("I") grades will not be assigned, except in the case of exceptional unforeseen circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).