**McGill University**
**School of Information Studies**

**Competitive Intelligence – GLIS 665**
**Instructors: Dr. France Bouthillier, Associate Dean GPS**
**Room: EDUC 434**

### *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.  Selecting and using online and web-based information sources
3.  Conducting an information audit for identifying CI needs
4.  Selecting and using analytical techniques: - SWOT analysis, benchmarking
5.  Competitor profiling, personality profiling
6.  Five forces analysis and patent analysis
7.  Organizing, packaging and distributing intelligence
8.  CI tools, software, social medi aand intelligent agents
9.  Cultural difference in CI
10. CI Metrics
11. CI careers

### *Assignments and Evaluation*
1.  Completion of  a CI Planning Paper:       25%; Due Oct. 11
2.  Completion of a CI report:                45%; Due Nov. 22
3.  Assessment of a CI tool:                  20%: Due Dec. 6
4.  Participation to online and class discussions:10%: Due Dec. 6

### *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
Wednesday – 2h40-5h30 Room EDUC 434, Education Building

### Instructor Contact Information
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### Basic Readings
Bouthillier, F. & Shearer, K. 2003. *Assessing Competitive Intelligence Software: A Guide to Evaluating CI Technology*. Medford, NJ: Information Today Inc.

Fleisher, C.S. & Bensoussan, B.E. 2007. *Business and Competitive Analysis: Effective Application of New and Classic Methods*. Upper Saddle River, NJ: Financial Times Press.

Fleisher, C.S. & Bensoussan, B.E. 2003. *Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition*. Upper Saddle River, NJ: Prentice Hall.

Pollard, A. 1999. *Competitor Intelligence: Strategy, Tools and Techniques for Competitive Advantage*. London: Financial Times.

Vibert, C. 2004. *Competitive Intelligence: A Framework for Web-based Aanalysis and Decision Making*. Mason, Ohio: South Western.