

## Liverpool John Moores University

Title: COMPETITIVE INTELLIGENCE: 1  
Status: Definitive  
Code: **6022BUSIS** (101742)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Christopher Taylor	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120  
**Private Study:** 96

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework	50.0	
Essay	AS2	Coursework	50.0	

### Aims

*To enable students to identify and exploit a range of business intelligence sources and assess the importance of the intelligence process in providing the organization with the means to secure competitive advantage*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify, exploit and evaluate a range of business intelligence sources for competitive advantage
- 2 Assess and evaluate business research methods for competitive advantage
- 3 Utilize basic analytical tools, methods and models in the competitive intelligence process
- 4 Present findings in a professional format

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW1	1	2		
CW2	1	2	3	4

## Outline Syllabus

*Competitive strategy*  
*Business information sources*  
*Competitive analysis*  
*Competitive intelligence practices and techniques*  
*Using technology for Competitive Intelligence*  
*Competitive law*

## Learning Activities

A series of lectures, tutorials and field visits

## References

<b>Course Material</b>	Book
<b>Author</b>	Carr, MM and Basch, R
<b>Publishing Year</b>	2003
<b>Title</b>	Super searchers on competitive intelligence
<b>Subtitle</b>	The online and offline secrets of top CI researchers
<b>Edition</b>	
<b>Publisher</b>	Cyberage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Miller, jerry P
<b>Publishing Year</b>	2001
<b>Title</b>	Millennium intelligence
<b>Subtitle</b>	Understanding and conducting competitive intelligence in the digital age

<b>Edition</b>	
<b>Publisher</b>	Cyberage
<b>ISBN</b>	

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## Notes

Component one - The students carry out an industry analysis assessing the competitive situation in an industry of their choice. This assessment allows the students to apply theory and analytical CI models to a practical situation. It also develops their report writing skills to a professional level.

Component two - An essay allowing the students to develop their interest in a specific topic.

The assessments provide a balance of academic theory and practical skills applicable to the workplace.