

## Liverpool John Moores University

Title: COMPETITIVE INTELLIGENCE  
Status: Definitive  
Code: **6036BUSIS** (108233)  
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:** 26.00  
**Total Learning Hours:** 120  
**Private Study:** 94

### 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	Company profile	50.0	
Exam	AS2	Industry profile	50.0	2.00

### Aims

*To enable students to undertake competitive intelligence research and present their findings in an appropriate, professional format.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the theories associated with competitive strategy
- 2 Assess and evaluate the role of competitive intelligence in business decision making
- 3 Identify, evaluate and exploit a range of business information sources and advanced business research techniques
- 4 Present findings in a professional format
- 5 Utilise basic analytical tools, methods and models in the competitive intelligence process

## Learning Outcomes of Assessments

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

CW	4	5			
CW	1	2	3	4	5

## Outline Syllabus

*Competitive strategy*  
*Competitive theory and techniques*  
*Researching business information*  
*Specialist information sources*  
*Competitive analysis*

## Learning Activities

A series of lectures and tutorials

## References

<b>Course Material</b>	Book
<b>Author</b>	Carr, MM, 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
<b>Publishing Year</b>	2001
<b>Title</b>	Millenium 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**

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