

Syllabus for
GBUS 574 – Competitive Business Intelligence
2 Credit hours
Fall 2012

I. COURSE DESCRIPTION

A survey of the use of sophisticated information resources to access relevant and reliable data vital to sound business decision-making. Students are expected to develop strong teamwork and leadership skills in the ethical identification, evaluation, and use of these resources. Students interact with industry leaders, including presenting their competitive intelligence research findings.

Prerequisites: None

Course fee: None

II. COURSE GOALS

The purpose of this course is to increase the student's knowledge and ability to access information resources vital to sound business decision-making, and to develop strong leadership skills in the ethical identification, evaluation and use of these resources.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

- A. Demonstrate leadership and teamwork skills in the completion of a group research assignment.
- B. Explain and demonstrate the research process including:
 - 1. Frame the question
 - 2. Identify potential sources
 - 3. Identify appropriate tools
 - 4. Create and execute a strategy to locate information
 - 5. Evaluate results and revise strategy as needed
 - 6. Organize and communicate results in an appropriate format
- C. Demonstrate ability to evaluate an information source for relevance, currency, authority, accuracy, objectivity and format.
- D. Orally or in writing, apply appropriate ethics to the acquisition and use of information in the context of a Christian worldview framework, including legal and ethical use of intellectual property
- E. Demonstrate competence identifying, locating and utilizing the following types of information resources:
 - 1. Business, trade and industry press
 - 2. Regulatory filings
 - 3. Company information
 - 4. Trade/Industry associations
 - 5. Government agencies
 - 6. Reference books
 - 7. Electronic databases
 - 8. Internet search engines

- E. Demonstrate ability to compile a sufficient body of reliable information to complete the following:
1. A profile of an industry or product
 2. A profile of a publicly traded (US based) company
 3. A profile of a privately owned (US based) company
 4. A profile of a non-US based company
 5. A study of the market for a particular brand or product
 6. A background study of the general environmental context for a product.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

1. Textbooks

Sharp, S. (2009). *Competitive intelligence advantage: How to minimize risk, avoid surprises, and grow your business in a changing world*. Hoboken, N.J: John Wiley & Sons.
ISBN: 9780470293171

Abrams, R. (2006). *Successful business research: Straight to the numbers you need—fast!* Palo Alto, CA: Planning Shop.
ISBN: 0-9740801-3-6

2. Other

Other materials, including articles available online, will be assigned during the course of the semester.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;

d. Creating results for experiments, observations, interviews, or projects that were not done;

e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.

5. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.

a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.

b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

a. Course Points

There are 400 points possible in the course as follows:

Class participation, weekly quizzes and assignments	100
Midterm Exam	100
Team Project	100
Final Exam	<u>100</u>
Total	400

Grading Scale

- A 93% +
- B 84-92%
- C 75-83%
- D 68-74%
- F 67% -

b. During the course of study, reading assignments from the texts will be required, as well as other assignments, which are used to develop research skills which will be used for the team project, throughout the degree program and for application to actual business problems

2. Whole Person Assessment Requirements

None

3. Other Policies and/or Procedures

a. Missing an Exam

All students who anticipate missing an exam must submit in writing 24 hours in advance, the student's name and the reason for missing the exam to the department secretary. Those students who are ill the day of the exam must notify the instructor by phone (495-7495) prior to the time of the exam. **A doctor's written excuse** is expected on the student's return to the classroom. Failure to comply with the above rules forfeits the right of the student to make up the missed exam.

b. Privacy and security of personal information

To comply with ORU policies and federal privacy regulations (FERPA), students are required to use their ORU email address to receive information from any area of the university, including faculty members. The student can choose to have their ORU email forwarded, but all email will be sent to the ORU address. Information and assistance with ORU email is available at it.oru.edu

c. You will be allowed to apply FIVE (5) PDP points to Competitive Business Intelligence.

VI. COURSE CALENDAR

Week 1	Introduction to Competitive Intelligence (August 16)
Week 2	Business Research and Search Strategy Basics (August 23)
Week 3	General/Environmental Research (August 30)
Week 4	Industry Research Tools and Methods (September 6)
Week 5	Company Research Tools and Methods (September 13)
Week 6	Source Evaluation (September 20)
Week 7	CI Ethics and Intellectual Property (September 27)
Week 8	Competition Teamwork Presentation & Midterm Exam begins (October 4)
Week 9	Midterm Exam due; Final Projects assigned (team meetings) (October 11)
	FALL BREAK: October 13-21
Week 10-14	Team progress reports and lab (October 25– November 29)
Week 15	Final Project presentations, Final Exam begins (December 6)
	Final Exam due (December 13)

Course Inventory for ORU's Student Learning Outcomes

GBUS 574 – Competitive Business Intelligence

Fall 2012

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge		X		
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability		X		
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation			X	
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			

(Revised 1/29/10)