

Module Code:	BUS560
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Module Title:	Competitive Intelligence Research
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Level:	5	Credit Value:	20
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N340
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School:	Social & Life Sciences	Module Leader:	TBC
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Accounting & Finance	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Financial Technology Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

With effect from: 24/09/2018

Date and details of revision:

Version no:1

Version no:

Module Aims

1. To understand why organisations seek to differentiate themselves in a competitive market.
2. Develop creative ideas about the ways in which various organisations can achieve this.
3. Develop an appreciation of the socio-economic landscape that organisations exist within.
4. Develop research-oriented skills in respect of conducting secondary research for the purpose of acquiring market-based insight on a particular sector.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Explain all elements of the competitive environment	KS1	KS6
		KS3	
		KS4	
2	Discuss the context of competitive intelligence against other aspects of business life, including strategy development, market research and competitor intelligence.	KS1	KS6
		KS3	
		KS4	
3	Critically evaluate the role of data, information and intelligence in the modern business environment.	KS1	KS6
		KS3	
		KS4	
4	Evaluate different sources of information and be able to interrogate each of them.	KS1	KS6
		KS3	KS10
		KS4	

Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

Derogations

None

Assessment:**Indicative Assessment Tasks:**

Students will be given a background case study of a particular organisation (either real or hypothetical). They will be required to write a research report that thoroughly investigates the competitive environment that this organisation operates in. The overarching purpose of the report will be to provide recommendations on how the organisation might change their practices in order to gain a competitive advantage. The research conducted will be secondary research and should include a wide-ranging exposition of both academic and popular literature.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3,4	Report	100%	N/A	4000

Learning and Teaching Strategies:

Learning will focus on developing the practical and academic skills necessary to make valid inferences about the role of and tools available to the finance manager. This will be achieved by means of lectures, tutorials and directed study. The lectures will cover the theory of topics and will be underpinned by the tutorials. The tutorials will be based around in-class exercises and case study discussions. Directed study will allow the students to enhance their understanding of the topics covered.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Syllabus outline:

1. Understanding the competitive environment
2. Understanding the context of CI: CI versus competitor intelligence versus strategy versus market research
3. Data, information and intelligence
4. Information: The Good, the Bad and the Ugly
5. Sources of information

Indicative Bibliography:**Essential reading**

Wright, S. (2015) Competitive Intelligence, Analysis and Strategy, 1st Edition, Routledge

Other indicative reading

Edgar, D. (2011) Business Strategy: An Introduction, 3rd edition, Palgrave

Sharp, S. (2009) Competitive Intelligence Advantage, London: John Wiley & Sons.

Journals

Competitive Intelligence Review

Journal of Competitive Intelligence

Management European Journal of Marketing

Websites

www.managers.org.uk