



## SYLLABUS - COURSE UNIT DESIGN - 2020-2021

### Competitive intelligence (29|08)

<b>Programs:</b>	Master in Strategic Management M2 Management de l'Innovation
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<b>Sessions:</b>	Semester 3
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**Type:** Course unit

**Delivery mode:** Campus-based

**Language:** English

**Credit rating:** 6

**Lecture Hours** 24

**Total hours:** 24

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## DESCRIPTION

### Presentation and intended learning outcomes

This course will focus on the nature and use of knowledge within organizations for both successful operation and competitive advantage. The course will use lectures, and case discussions to cover the material. It is divided into roughly three sections with two classes each. The first section and half of the second will focus largely on topics internal to the firm. The remainder of the second section and the last section will explore how firms interact with outside entities, both theoretically and with more practical examples.

After this course students should be able to diagnose how the way we think and the way we comprehend the world impacts decision making and drives business behavior for good or bad results.

### Content

1. Individual types of knowledge and thinking
2. Organizational types of knowledge
3. Knowledge creation in the organization
4. Knowledge and the external environment - pitfalls and opportunities
5. Knowledge transmission
6. Discerning the outside world - dealing with partners and competitors

### Prerequisite

Introductory course in strategic management.

### Evaluation

100% Contrôle continu (Case Evaluations and Final Paper).

### Bibliography

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