INFO1005H - Information Workshop Description

A Competitive Intelligence Primer

Section 0105, (week of January 11, 2016 to week of February 22, 2016)

Note: This is the same workshop as INF1006H section 0108 on Thursdays from 6:30-9:30pm (week of February 29, 2016 to week of April 4, 2016)

Instructor: Zena Applebaum

In this workshop students will get an introduction to starting and managing a Competitive Intelligence (CI) capability within a library or information-led organization. The course will be taught in a workshop format, with group exercises and open discussions. Geared to the novice, this workshop will take a fundamentals approach to CI. That will look first at what the discipline is and is not, and how Librarians/Info Pros can transition into doing CI, from sourcing and supporting primary and secondary search, to discussions around analytical tools and fitness. The workshop will introduce communication methods and provide templates for analysis and reporting.

In the second part of the workshop, we will move beyond the question of what CI is, and will instead focus on both strategic and tactical elements of the profession. Introducing and building on practical techniques info pros can use in support of many typical CI projects throughout a company life/product cycle and daily operation.

Participants will walk away with:
1. An understanding of what CI is and is not;
2. How CI is BOTH strategic and tactical;
3. An understanding of the business framework in which information supports decisions being made;
4. How info pro work can influence those decisions and increase their value