

Business Intelligence and Information Science, basic course

Single subject and programme course

15 credits

Omvärldsanalys ur ett informationsvetenskapligt
perspektiv, grundkurs

760G02

Valid from:

Determined by
The Quality Board at the Faculty of Arts
and Sciences

Date determined
2007-11-12

Main field of study

No main field of study

Course level

First cycle

Advancement level

G1X

Intended learning outcomes

The aim of the course is that the student acquires understanding and practical experiences of situation analysis. The student is expected to develop both theoretical knowledge and practical skills to be able to anticipate and identify possibilities and threats in an organisation's environment and supply the it with information as decision-making basis for adaptation and development.

On completion of the course, the student should be able to:

- demonstrate basic knowledge and understanding of role of business intelligence from an organisational perspective
- be familiar with basic concepts, theories, models and methods of competitive intelligence and business intelligence
- be familiar with the importance of information literacy for competitive intelligence and business intelligence on individual, organisation and community levels
- demonstrate knowledge of relevant information resources and efficient retrieval strategies
- account for and apply source-critical principles
- independently supervise and analyse an organisation's environment
- independently acquire and assess business information
- analyse, present and discuss/communicate competitive intelligence and business intelligence
- integrate and apply acquired knowledge and skills in an individual advanced study project
- strategically search and use information, i.e. demonstrate basic information literacy
- make assessments with a critical and scientific approach
- have ability to plan, implement, analyse, document and communicate the competitive intelligence from a critical, scientific and ethical perspective.

Course content

The course covers competitive intelligence and business intelligence from organisation and individual perspectives. Theory is combined with practical exercises including an individual in-depth assignment.

Central parts of the course: Information Literacy, organisational theory, problem solving and leadership in organisations, organisational learning - learning organisations, Business Intelligence, Information Management - Knowledge Management, communication theory, information retrieval - strategies and resources.

Teaching and working methods

The teaching takes the form of lectures, seminars, group assignments based on realistic cases or scenarios, demonstrations and exercises.

Examination

In-depth assignment documented in an essay/paper that is ventilated with seminar procedure at the final seminar.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus. The course is carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

Department

BIBL