

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Analytics		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	Corporate Intelligence I		
Type:	Compulsory	ECTS credits:	3
Year:	4	Code:	5336
Teaching period:	Seventh semester		
Area:	Business Intelligence		
Module:	Disciplinary Training		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	75		

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SUBJECT DESCRIPTION

This course focuses on the growing importance of financial and competitive intelligence discovery and collection within the enterprise. This first course is divided into four sections and runs in series with the second course in the following semester. Both courses will use live case studies for teaching purposes.

The first section focuses on the corporate environment and the specific types of intelligence that companies can

access and use, ranging from economic and competitive Intelligence to financial and open-source intelligence. Student will investigate the drivers behind the growth in usage of Intelligence within the corporation, both for legal and illegal purposes, and the changes in the regulatory environment.

The second section focuses on the landscape of relevant information and the principal techniques used for discovering it; using the "intelligence cycle" to structure the discovery process, and Boolean algebra for multilingual searching.

The third section focuses on the analyst's ability to gain a rapid but effective understanding of an industry and a business. This focuses both on information sources and the discovery of reports that explain the essential structure and working of the business, as well as relevant geographic differences.

The fourth section introduces the concept of report writing and will start with students conducting a real "enhanced due diligence" investigation on a Spanish corporate that is (fictionally) the target of an aggressive take-over bid.

GOAL

It is intended that, upon completion of the subject of Corporate Intelligence I, students have reached sufficient capacity, knowledge and skills to undertake investigative work on any company in any industry.

PRIOR KNOWLEDGE

No prior knowledge is required

COURSE SYLLABUS

Section 1:

- Intelligence & the Corporate Environment.
- The four pillars of corporate intelligence (Economic intel, Competitive intel, Financial intel, and Open-Source intel).
- The drivers behind the growth in Corporate Intelligence.
- Illicit financial flows - The regulatory environment.

Section 2:

- The spectrum of corporate information (and intelligence).
- The Intelligence Cycle.
- Content management.
- Structured Search

Section 3:

- Deep-dive data visualization.
- Goal-oriented data exploration and preparation.
- Interpretation of models for non-technical profiles.
- Modeling in SAS Viya.

Section 4:

- Model Management in SAS Viya.
- Understanding of a business case.
- Ideation.
- Applied design thinking.

EDUCATION ACTIVITIES

PRESENTIAL ACTIVITIES

Expository Classes

Resolution of Exercises

Teamwork Personalized tutoring

Group tutoring Intermediate tests of evaluation and

Final Exam

NON-PRESENTIAL ACTIVITIES

Theoretical study

Practical study

Teamwork Virtual work in network

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for leadership and teamwork in the information society.

Specific skills

Know how to identify and resolve real business problems through advanced data analysis and the selection of the correct techniques for decision-making.

Know and understand the most important concepts related to Business Intelligence and its most characteristic elements.

Know how to manage quantitative and computer tools for decision-making.

LEARNING RESULTS

Conoce las fuentes de datos internas y externas que tiene que incorporar en un proceso analítico para la resolución de un problema

Analiza los datos para proporcionar información de valor en la toma de decisiones empresariales

Identifica los datos necesarios para la realización de un proyecto estratégico empresarial

Elabora un proyecto de inteligencia empresarial para cualquier sector económico

LEARNING APPRAISAL SYSTEM

The modality of continuous evaluation will be applied that will be effective through the monitoring of the results of each student in the different activities proposed during the development of the subject. The evaluation system includes the following sections:

ORDINARY CALL

1. Continuous Evaluation (70%) applying Flipped Classroom and project-based learning. Active attendance and participation in face-to-face activities in the classroom and virtually through Canvas (Virtual Classroom): 10%. Group work: 20%. Practical tests: 40%

2. Final Exam (30%): It will consist of the realization of a test with theoretical and practical content. Written or oral test, developmental, short answer or test type: 30%. All the works / practical cases that are proposed, will be delivered to the teacher in electronic format on the established dates and will be resolved through face-to-face tutorials or through a virtual classroom. For the application of all the percentages with which the subject is graded globally, it is mandatory that the student obtains a grade higher than 4 in the exam, deliver the proposed works and / or practices and active participation in the classroom. Attendance at theoretical and practical classes is mandatory. Not applicable to students in second and following enrollments or in special situations.

EXTRAORDINARY AND SUBSEQUENT CALL

Students who attend extraordinary calls must present the works / practices that for this purpose are proposed by the teacher with a value of 70% on the total evaluation of the subject. In any case, the exam will be in writing on the theoretical and practical subject taught with a value of 30% on the total evaluation of the subject, being a mandatory requirement to obtain a grade higher than 4 in the exam, as well as the delivery of the proposed works and / or

practices, as well as active participation in the classroom for the application of all the percentages with which the subject is graded globally.

EVALUATION SYSTEM FOR SECOND OR NEXT STUDENTS AND SPECIAL SITUATIONS. ORDINARY AND EXTRAORDINARY. Those students who are in SECOND OR NEXT ENROLLMENT, or for a justified circumstance and / or have been recognized ACADEMIC DISPENSATION and / or are studying ERASMUS and cannot regularly monitor the subject, the evaluation system provided will be:

1. Continuous Evaluation (60%) applying Flipped Classroom and project-based learning. Group work: 20% Practical tests: 40%

2. Final Exam (40%): It will consist of the realization of a test with theoretical and practical content. Written or oral, developmental, short answer or test type: 40% All the works / practical cases that are proposed, will be delivered to the teacher in electronic format on the established dates and will be resolved through face-to-face tutorials or through a virtual classroom

IMPORTANT NOTE: Plagiarism behaviors, as well as the use of illegitimate means in the evaluation tests, will be sanctioned in accordance with the provisions of the Evaluation Regulations and the University's Coexistence Regulations.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

cole nussbaumer knaflic storytelling with data a data visualization guide for business professionals 1

INFOCEPTS Guide to become a Data Storyteller | 1

Additional

Anthony DeBarros Title: Practical SQL: A beginner's guide to storytelling with data 1