

Strategic Intelligence used in an international context

About the lecturer: William DOBBS, Ph.D., email: wd@adit.fr

Biography:

William DOBBS is currently consultant in Adit, a partially public owned company specialized in strategic intelligence.

After a PhD in Chemistry obtained at the University of Strasbourg in 2008, he chooses to integrate the School of Management of Strasbourg to complete its scientific skills with new competences in innovation and project management. In 2010, he is recruited by Adit where he supports companies and public authorities in the search and capitalization of the strategic information.

The course:

This course is an introduction to strategic intelligence activities. Its objective is to deliver a factual comprehension of the utility to increase the knowledge of the enterprise's environments (competitive, security, people, market, international rules...) in order to reduce risk in decision taking in domestic and international context.

Learning outcomes:

After completing this course the students should:

- - Understand how the strategic intelligence activities could help in an international competitive environment
- - Know the different sources of information and the techniques to gather them
- - Evaluate the information
- - Realize a summary with well-argued recommendation for decisionmaker

Methodology

Lectures and real case studies or exercises to be presented at the end of the session.

The lecturer will evaluate the students as follows:

- - Attendance/participation : 20%
- - Study cases and group presentations: 80%
- - Final exam: none

Participants will be asked to evaluate the course before getting their mark.

Bibliography :

Required reading material:

- LEGRAIN Thomas (cord.), *Le guide du routard de l'intelligence économique*, Paris, Hachette Livres, 2012, 143 p. (<http://tinyurl.com/p4qu3yn>)
- DESCHAMPS Jacqueline, COURVOISIER François, SIMONOT Françoise, *L'intelligence économique, outil du développement à l'international - Compte-rendu de la 6ème Journée franco-suisse en Intelligence économique et veille stratégique*, dans *Revue électronique suisse de science de l'information*, 31/12/2009, n°10

Other references or web sites :

- LOPES DA SILVA Antonio, *L'information et l'entreprise : des savoirs à partager et à capitaliser Méthodes outils et application à la veille*, Aix-Marseille : Université de droit de l'économie et des sciences, 2002, 235p (<http://tinyurl.com/lszqxb8>)

- <http://www.abondance.com>
- <http://www.outilsfroids.net>