UNIVERSITÀ DI PISA

STRATEGIC AND COMPETITIVE INTELLIGENCE

FILIPPO CHIARELLO

Anno accademico	2020/21
CdS	DATA SCIENCE AND BUSINESS INFORMATICS
Codice	787II
CFU	6

Moduli	Settore/i	Tipo	Ore	Docente/i
STRATEGIC AND COMPETITIVE INTELLIGENCE	ING-IND/35	LEZIONI	48	FILIPPO CHIARELLO ANTONELLA MARTINI

Programma (contenuti dell'insegnamento)

- [1] SCI FUNDAMENTALS: VUCA, Ansoff Model, surprise in business, risk & uncertainty, applications of CI, CI cycle
- [2] IP INTELLIGENCE BASICS: Patents, trademarks, copyrights, patent search engines, ecosystems & platforms
- [3] DATA SCIENCE FOR SCI PROJECTS: (1) Basics: text analysis; (2) Advanced: NIR, topic modelling, network analysis and visualization
- [4] DATA SCIENCE PROJECT DESIGN: Scoping, KITs and KIQs, metrics, management, result, visualization
- [5] SCI APPLICATION LAB: How to extract intelligence from scientific papers; How to extract intelligence from IP; How to extract intelligence from HR and other sources (i.e. Wikipedia)

Bibliografia e materiale didattico

REFERENCE BOOKS:

- For [I, II, IV] modules: McGonagle, John J., Vella, Carolyn M. (2012). ***Proactice Intelligence. The Successful Executive's Guide to Intelligence***, Springer
- For [III, V] modules: Ziegler, Cai-Nicolas (2012). ***Mining for Strategic Competitive Intelligence***, Springer + Text Mining with R

For each lessson, a detailed bibliography is available on the Course Plan (in SCI Teams)

Stage e tirocini

L'insegnamento beneficia della partnership con 2 stakeholder industriali:

- ERREQUADRO Srl
- TEXTY

Pagina web del corso

https://teams.microsoft.com/l/team/19%3ad85fae17b2c14bd5a33109a6c231e881%40thread.tacv2/conversations?groupId=6b5ed5c6-ea75-4cd0-9464-1e4ee3b5f896&tenantId=c7456b31-a220-47f5-be52-473828670aa1

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