



# UNIVERSITÀ DI PISA

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## STRATEGIC AND COMPETITIVE INTELLIGENCE

**FILIPPO CHIARELLO**

Anno accademico 2022/23  
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)

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