



Strategic intelligence

Presentation

« Knowledge is power ». Strategic intelligence is the first step to successful influencing. Without it, anticipating, alerting, acting or reacting is impossible.

The class will define the different concepts used (strategic intelligence, economic intelligence), will help the students to understand why no influence is possible without effective intelligence mechanisms and why 'intelligence' must be 'strategic'. Once these concepts have been examined, we will focus on which steps must be taken to implement strategic intelligence systems.

In brief

ECTS credits : 4.5

Number of hours : 12.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fourth year

Validation : Continuous assessment

Contacts

Responsible(s)

Chazeau Anne-Laure

annelaure.chazeau@scpobx.fr



Formule pédagogique

Each session will be divided into two parts: a theoretical part and a practical part. Students will be asked (sometimes alone and sometimes in groups) to perform practical cases either during the session — following the theoretical discussion — or at home, and then to present their work in class. The grade will take into account the student's participation in class and the quality and relevance of the work presented.

