CEED 202 Business Intelligence Fall 2012

Course Title:	**Business Intelligence**
Course Number:	**CEED 202**
CRN:	XXXXX
Course Term:	Fall 2012
Course Day/Time:	MW 10:15 – 12:15 | (includes a 10 Minute Break)
Course Location:	Bend N/S Sisters | Grandview
Instructor:	Eric Anthony Spieth
Office Location:	GRV 113

Fall 2012 Office Hours:

M	8 – 10 & 12 - 1
W	8 – 10

I am also available by appointment if you cannot meet during my office hours.

Best contact is via email to my SmartPhone / facilitated response…

Phone: 541.383.7713 | Office

Fax: 541.383.7508 | Email: espieth@cocc.edu

Course Description

CEED 202 – Business Intelligence

Thorough research is critical to small business success. During this course, students will perform a comprehensive Environmental Scan, including Macro and Micro Economic Factors, Industry Analysis, SWOT Analysis and the Collection of Competitive Intelligence. Competitive profiles will be produced for their top three competitors utilizing various research methodologies. Students will isolate the Core Competence of their Business and inherent Strategic and Competitive Advantage.

Credits: 2 Lecture: 2 **(CEED 202 May be taken as a stand-alone course or in series)**

Recommended Preparation: WR 121, SP 111, CIS 131, BA 101

Required Text, Materials, and Equipment

CEED Program | New Venture Creation Curriculum | Required Texts

Guide to Business Planning
Graham Friend & Stefan Zehle — Bloomberg Press 2nd Edition — 978-1576603284

The Definitive Business Plan:
The fast track to intelligent business planning for executives and entrepreneurs

Richard Stutely — FT Press 2nd Edition — 978-0273710967

The Business Plan Workbook:
The Definitive Guide to Researching, Writing up and presenting a Winning Plan

Colin Barrow, Paul Barrow & Rob Brown — Kogan Page; 7th Edition — 978-0749464615

CEED 202 Business Intelligence | Required Texts

Economics in One Lesson:
The Shortest and Surest Way to Understand Basic Economics
Henry Hazlitt — Three Rivers Press — 978-0517548233

Competitive Intelligence Advantage
Seena Sharp — Wiley — 978-0470293171

Analysis Without Paralysis: 10 Tools to Make Better Strategic Decisions
Babette E. Bensoussan & Craig S. Fleisher
FT Press; 1st Edition 2008 — 978-0132619578

Laptop Computers

Strongly recommended, but not required:

A laptop computer capable of running either the Windows Operating System i.e. Windows 7 or later or an Apple running the OS X Lion Operating System or later and the Office Suite 2007 or later.

Contact program instructors for specifics.

Program Architecture & Outcomes

CEED 201 – 206 | New Venture Creation

CEED 201 Business Modeling	**(2)**	5 Weeks	
CEED 202 Business Intelligence	**(2)**	5 Weeks	**Term One** (4)
CEED 203 Strategic Marketing	**(2)**	5 Weeks	
CEED 204 Strategic Management	**(2)**	5 Weeks	**Term Two** (4)
CEED 205 Managerial Finance	**(2)**	5 Weeks	
CEED 206 Presenting to Win	**(2)**	5 Weeks	**Term Three** (4)

Program Available Credit or Non Credit **(12)**

3 Terms	**=**	**(4 – 4 – 4)**
1 Term	**=**	**(12)**
Individually	**=**	**(2)**

New Venture Creation | Curriculum Description

The **New Venture Creation** Curriculum is a full immersion series of Six 5 week classes which can be taken sequentially (recommended), or individually to gain mastery of a specific skill-set. The six short-term classes, though self-contained, in aggregate provide an understanding of the process and practice of **New Venture Creation**. Students will graduate with a comprehensive investment ready business plan and the knowledge and communication skills necessary to critically defend and support the strategies and decisions therein.

In addition to demonstrating an understanding of the business terms described in your text and presented during the course, you will practice and develop the following skills that are critical to success in business:

Critical Thinking, Logic, and Decision Making

Self-Management

Effective Communication

Analytical Skills

Multi-Cultural Awareness

Additionally, students completing the entire **New Venture Creation Curriculum** will have:

Increased their skill-set and proficiencies in the following specific areas[1]:

1. Recognizing Opportunities;
2. Determining the Feasibility of a Business Idea;
3. Identifying and Building a Customer Base;
4. Marketing
5. Management, Leadership and Strategic Problem Solving;
6. Financial Planning;
7. Networking; and the
8. Practical understanding of what it takes to Operate a Small Business effectively**.**

Further, the following components of a holistic business education will be emphasized throughout[2]:

1. Gaining a Global Perspective
2. Developing Leadership Skills
3. Honing Integration Skills
4. Recognizing Organizational Realities & Methods to Implement Effectively
5. Learning to Act Creatively & Innovatively
6. Thinking Critically and Communicating Clearly
7. Understanding the Role, Responsibility and Purpose of Business
8. Understanding the Limits of Models and Markets

[1] Adapted from **Essential Practices | Helping Entrepreneurs Succeed: The Role of Community Colleges** NACCE 2011
[2] Adapted from **Rethinking the MBA**, HBP Copyright 2010 Srikant M. Datar, David A. Garvin, and Patrick G. Cullen.

Upon Completion of this specific course, students will be able to:

1. Develop a Global Perspective;
2. Increase their awareness of Macro & Micro Economic factors impacting Domestic Small Businesses;
3. Develop and Apply the Research Skills relevant to New Venture Creation;
4. Analyze & Interpret Industrial Ecosystems, Data & Trends;
5. Understand and Develop Strategies to Minimize & Mitigate Market Forces;
6. Recognize Opportunities within and without existing industries;
7. Understand & Explore the Value Chain;
8. Develop Strategies to Add Value;
9. Recognize Opportunities for Strategic & Competitive Advantage.

Instructional Methods

Each CEED Course is part of a highly interactive hands-on process based curriculum. A variety of teaching methods will be applied, utilizing Lectures and Guest Lectures, Demonstrations, Field Studies, Simulations, Brainstorming, Case Studies, Hands-On Practicals, Group Assignments, Individual Research, Discussions, Interviews, and Media Rich Content.

Grading *(May be taken for credit or non-credit)*

Grading Scale:	**90 -100%**	**A- to A**
	80 - 89%	**B- to B+**
	73 - 79%	**C to C+**
	65 - 72%	**D**
	Below 65%	**F**

Note: To meet graduation requirements, students must complete every Business Administration & CEED Course with a minimum grade of "C".

(73% is the department wide standard for a "C")

Other portions of the scale may vary.

Assessment

Each Course in the **CEED | New Venture Creation Curriculum** includes course specific deliverables. Your performance on these required elements will constitute the totality of your grade. See Course specific requirements on the final page.

Assignments

Homework: Reading assignments must be read prior to attending each class session and all assigned deliverables must be completed prior to attending each class. Course Specific Requirements must be completed and handed in on the designated dates (see attached Course Schedule).

Late work is not accepted.

Final Exam

CEED Courses, due to the 5-week module basis do not include Final Exams – Assessments are specific to each course and are measured relative to the course requirements.

Course Policies and Expectations

Note: This class requires online work so students will be required to have reliable access to a modern multimedia computer and internet access. Students may make use of the equipment in the COCC computer labs when it is available. Class notes, instructional material, and student material will be posted for the class using the COCC Blackboard environment.

Class Participation and Attendance: It is highly recommended that you attend all scheduled class sessions and read the assigned material prior to class because the course lends itself to a high level of discussion. Class participation is an important part of this course and will enrich your learning experience. If you are unable to attend class, you are independently responsible for obtaining material covered from one of your fellow classmates.

Incompletes and Withdrawals: Incompletes will not be given. Withdrawals are the responsibility of the student and must be done through the Records Office in Boyle. Refer to the COCC website for deadlines regarding dropping classes. I will not be responsible for administrative withdrawal or any grade other than the letter grades provided above.

Student Conduct: One goal of this course is to provide students with the knowledge, skill and wisdom they need to contribute to society. Classroom rules are formulated to guarantee each student's freedom to learn and to protect the fundamental rights of others. People must treat each other with dignity and respect in order for scholarship to thrive. Behaviors that are disruptive to teaching and learning or create a hostile, offensive or intimidating environment based on gender, race, ethnicity, color, religion, age, disability, marital status or sexual orientation will not be tolerated, and will be referred for disciplinary action.

Late Work: Respecting deadlines is an important practice for success in business. Therefore, late work will not be accepted in this course. Assignments are due at the beginning of class on the date indicated by the instructor.

Academic Dishonesty: Students are expected to be honest and ethical in their academic work. Cheating is broadly defined as using someone else's work and claiming it as your own. Examples of cheating are copying or using someone else's work, copying test answers, and plagiarism. Possible penalties include, but are not limited to, a failing grade for the work in question, a failing grade for the course, and/or suspension from the College.

Student Insurance: Students are not covered by medical insurance while on campus or involved in college classes and activities. Students are responsible for their own medical and dental insurance coverage. Information on student insurance coverage can be obtained at the student health center in Grandview or at the cashier in the Boyle Education Center. If you have specific questions or concerns regarding student insurance you should discuss them with the Program Coordinator or Department Chairperson.

Americans with Disabilities Statement: COCC is an affirmative action, equal opportunity institution. Students with documented disabilities who may need special instructional accommodations or who may need special arrangements in the event of an evacuation should notify the instructor as soon as possible, no later than the second week of the term. Students may contact COCC Disability Office in Boyle Education Center to discuss special needs, 541-383-7583.

COCC is an Affirmative Action, Equal Opportunity Institution: It is the policy of the Central Oregon Community College Board of Directors that there will be no discrimination or harassment on the basis of age, disability, gender, marital status, national origin, color, race, religion, sexual orientation or veteran status in any educational programs, activities or employment. Persons having questions about equal opportunity and nondiscrimination should contact the Equal Employment Officer, c/o COCC's Human Resources office, (541) 383-7216.

Physical Contact Statement: Due to the nature of this course, students are advised that physical contact between the instructor and student, or student to student is required for some lab assignments (example, food preparation, equipment use, and product formation, etc.) If you have concerns about these requirements, you are encouraged to discuss these with the instructor prior to the next class session to determine if appropriate alternative assignments exist. If you do not think you will be able to participate to the extent required by the course, you are encouraged to drop the course within the appropriate deadlines in order to obtain a refund.

Important Term Dates[3]

First Day of Class: September 24th, 2012

Tuition Due Date:

Holiday/Non Attendance Days: October 8th, 2012 | Columbus Day

Last Day to Drop full-term classes with no grade on transcript:
Last day to change to/from audit or add classes

Beginning date for required instructor approval to drop classes.[4]

Finals Week: This is a 'Short-Term' Class and therefore does not meet during Finals Week.

[3] Insert important term dates here via web link from http://current.cocc.edu/Degrees_Classes/StaffCalendar/Default.aspx .

[4] Instructor approval may be given online or on the add/drop form, last day to withdraw from classes. Instructor's approval is required (either online or signature on the drop form) and a grade of W will show on transcript. **Courses not spanning full term will have different deadlines. For short-term classes, see your website "Detail Class Schedule" for deadline to drop.**

CEED 202 Business Intelligence | Required Elements

1. PESTEL Environmental Scan (LO # 1, 2, 3, 5, 6, 9)
2. Trade Associations & Organizations (LO # 3)
3. Industry Analysis (LO # 1, 3, 4, 5, 6)
4. Core Competence (LO # 5 & 6)
5. Porter's Five Forces | Blue Ocean Strategies (LO # 1, 2, 3, 4, 5, 6, 7, 8, 9)
6. Mapping the Value Chain (LO # 3, 6, 7, 8, 9)
7. **SW**OT Analysis of Top Three Competitors (Chart) (LO # 3, 5, 6, 7, 8, 9)
8. Top Three Competitors (Narrative Profile) (LO # 3, 5, 6, 7, 8, 9)
9. Strategic & Competitive Advantage (LO # 1, 2, 3, 4, 5, 6, 7, 8, 9)

Course Schedule

F 2012	Dates: M & W	Topics & Deliverables	Program Outcomes
Week 1	October 29th & 31st	Introduction | Outline | Internal, Task & Macro Environments Research Resources & Methodologies	N[5] 1, 5, 8 H[6] 1, 4, 6, 7
Week 2	November 5th & 7th	PESTEL Analysis Industry & Trend Analysis	N 1, 5, 8 H 1, 4, 6, 7
Week 3	November 12th & 14th	Veterans Day | No Class Porter's Five Forces | Blue Ocean Strategy	N 1, 2, 3, 4, 5, 6, 8 H 3, 4, 5, 6, 8
Week 4	November 19th & 21st	Mapping the Value Chain Competitive Intelligence	N 1, 2, 4, 5, 6, 8 H 1, 3, 4, 6, 8
Week 5	November 26th & 28th	Analyzing Specific Competitors Competitive & Strategic Advantage	N 1, 2, 5, 8 H 1, 2, 3, 6, 7, 8

[5] Adapted from **Essential Practices | Helping Entrepreneurs Succeed: The Role of Community Colleges** NACCE 2011
[6] Adapted from **Rethinking the MBA**, HBP Copyright 2010 Srikant M. Datar, David A. Garvin, and Patrick G. Cullen.