

**Number of ECTS credits :** 2**Course language :** English**Course leader :** POHARDY OLIVIER**Speakers :** CODER Bryan , EVANS Daniel , GUILLET Anna , LE MAO Maureen , REYDELLET ANNE , SERO Audrey , VACHET Jérémy

## ≡ COURSE DESCRIPTION

This course will provide students with concepts and notions that are essential to set up an efficient professional practice of information gathering and news monitoring.

## ≡ COURSE OBJECTIVES

Acquire the concepts, tools and methods for a thorough and efficient practice in information gathering and monitoring.

## ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO1 - Make use of critical analysis/critical thinking skills
<b>Outcomes</b>	Lev. 0 - Niv. 0 - NC
<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO2 - Analyse complex situations
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	LO5 - Evaluate, prevent and manage short, medium and long-term risks
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	LO7 - Identify needs and draw up an appropriate offer
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG4 - CSR
<b>C4B learning objective</b>	LO10 - Identify and understand stakeholder interests
<b>Outcomes</b>	Lev. 0 - NC

## ≡ TACKLED CONCEPTS

Information research, organisation and processing

## ≡ LEARNING METHODS

Lectures and practical demonstrations

## ≡ ASSIGNMENTS

Attending class and taking part in the practical demonstrations

## ≡ BIBLIOGRAPHY

- Barker, Donald I et Melissa S Barker, *Internet Research Illustrated*, 7th edition, Stamford, CT, Cengage Learning, 2014
- Delengaigne, Xavier, *Organiser sa veille sur internet. Au-delà de Google... outils et astuces pour le professionnel*, new edition, Paris, Eyrolles, 2014
- Hermel, Laurent, *Veille stratégique et intelligence économique: maîtriser et pratiquer...* / AFNOR / 2010
- Hock, Randolph, *The Extreme Searcher's Internet Handbook. A Guide for the Serious Searcher*, 4th edition, Medford, NJ, CyberAge Books, 2013

## ≡ EVALUATION METHODS

100 % : Evaluation

## ≡ SESSIONS

1

BRIEFING : 02h00

Introduction to information gathering and news monitoring (2h)

2

BRIEFING : 02h00

Sourcing workshop (2h)

3

BRIEFING : 04h00

Demonstration of about twenty tools to collect, store and spread data (4 h)

7 coaches / 20-minute presentations per tool.

Each student must attend at least 6 workshops

4

BRIEFING : 02h00

Project coaching session (2h)

5

BRIEFING : 02h00

Conclusion and evaluation of news monitoring project