

# UTS:SHORT COURSES

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## Decision Risk Analysis

DELIVERING SMARTER ORGANISATIONAL DECISIONS

Most executives think of decision making as a singular event that occurs at a particular point in time. In reality decision-making is an ongoing process, fraught with politics, institutional histories, nuances, misinformation and personal assumptions. A growing number of organisations recognise this and are embracing decision analytics, both strategically and tactically, to build sound competitive strategies and improve organisational decision-making processes.

A proven decision-making process delivering smarter organisational decisions is called Competitive Intelligence (CI). Competitive Intelligence involves the collection, analysis, synthesis and dissemination of actionable information to provide support and minimise risk for decision makers. Good competitive insights is a vital ingredient in growing market share, identifying profit potential, and enabling a business to identify and understand their performance across a variety of domains including understanding their competitors' intentions.

This course explores both the processes and products of competitive intelligence. Processes include data mining, elicitation techniques, and analytics including competitor analysis, psychological profiling, scenarios, industry analysis and others. Products include intelligence briefings, competitor profiles, impact reports and executive briefings. By transforming raw business data and information into actionable insights, CI supports informed and timely decision-making, providing smarter decisions for organisations.

### Program

#### Day One

What is Competitive Intelligence?

- CI framework
- The question, the need, the requirement

The data gathering process

- Sources - the intelligence tree
- Information versus intelligence
- The quality of information
- Finding the information you need
- Difficulties in gathering data

Analysis

- Analytical methods
- The "Farout" system
- Drawing conclusions

Case study

#### Day Two

Reporting and presenting intelligence

- Using intranets
- CI software support tools

Case study

Defining a TARGET project

- Priorities for the project
- Establishing a CI project framework

Internal versus external resources

Where should CI be located?

### Who Will Benefit

This course is particularly useful for:

- Professionals who have to support executive decision making
- Professionals who perform CI as a secondary job function
- Professionals keen to understand the basics of CI.

### Program Objectives

This course aims to give participants the knowledge and skills to:

- Understand the discipline and practice of competitive intelligence gathering, analysis and synthesis in a global business environment;
- Identify and articulate the ways in which competitive intelligence can contribute to and improve organisational decision-making;
- Identify opportunities and appropriate techniques to improve the efficiency and effectiveness of a corporation's decisions;
- Implement and manage competitive intelligence systems appropriate to a corporation and its competitive, legal and ethical environments.

### About the Presenter

**Babette Bensoussan** *BBus (UTS), MBA (Macq)*

Babette Bensoussan is the Managing Director of The MindShifts Group, a company specialising in competitive intelligence, strategic planning and strategic marketing projects in the Australasian region. Since 1992, she has undertaken more than 300 projects and consulted to Global Fortune 500 companies and SME in strategic business planning, competitive intelligence, and strategic analysis.

Babette is the 2006 SCIP Meritorious Award Winner – internationally, the highest award and recognition in the field of Competitive Intelligence. She has taught Competitive Intelligence in undergraduate business and MBA programs both in Australia and overseas.

### Further Information

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### Course Details

#### 2011 Dates

Run on Demand

#### Duration

Two days (9am-5pm)

#### Price

\$1,980 (incl GST)

#### Discounts

3+ enrolments  
UTS Alumni

#### Presenters

Babette Bensoussan

#### Location

UTS City/Haymarket  
Campus

#### Max. Enrolments

25

#### Entry Requirements

None