Competitive Intelligence: Mid-point Evaluation

Instructors: B. Pietraszewski, S. Hayes
1. What is working in the Competitive Intelligence Course? What's going well/right?

1 Personable Instructors.

2 Good information to have

3 The database-by-database approach has helped in giving an initial sense of confidence in using the BIC resources. The length of classes are perfect because it ensures stimulation.

4 I am learning about new sources to search for information

5 Pete's and Steve's enthusiasm is excellent and I am learning a lot specifically about the different databases.

6 I'm learning about the databases and the basics of competitive intelligence.

7 Learned about some new resources, including market research sites, that I had not heard of before.

8 I like that the course is hands on and is in a place with several monitors so it is easy to follow along. I also like that it is only about four hours of lecture and the rest is team time. The team project so far seems to work well. It forces to directly apply what we've learned in the lecture. And lastly, I love the little remotes we use to answer questions.

9 I'm enjoying learning about some of the databases, and I appreciate how the day doesn't drag on (like every other interterm course).

10 Non-library source tutorial

11 Good information. Good tips and tricks. Very helpful re: info gathering not through paid databases

12 Lecture format -- walking through how to use the different databases Clicker questions

13 I missed Tuesday due to sickness, so I don't think my comments will be an accurate assessment of the course thus far. That being said, the expertise of the staff has been extremely helpful. The lectures weren't too long on Monday.

14 I really like Steve and Pete. They were both very personable and clearly have a great deal of skill finding information (after identifying the proper tools to do so). The quick search exercise we did at the end of Tuesday was engaging, also; it was a good way to familiarize ourselves with a few of the new tools.

15 PPTs are helpful to follow and also to look over later.
1. What is working in the Competitive Intelligence Course? What's going well/right? - continued:

16 I like the review of Boolean logic.

17 Good organization of the class. It's good to watch how to use the tools/databases and hear about experiences/tricks of how to use them efficiently.

18 I have learned a lot of good procedures to get better information.

19 Learning about new sources.

20 Everything is great!

21 It is well organized and the objectives of the course are identified upfront and then accomplished. I do not feel like I am wasting time or inefficiently using my time.

22 We were taught how to use many research tools which would definitely help during other projects.

23 Boolean operators are nice to know. Learning more effective ways of searching is cool.
2. What is not working/going well?

1 8:30am!!!

2 Not sure how well I'm retaining it all. A list of the databases meant to be used afterward could be helpful.

3 No problems.

4 I do not believe all of these new tools will apply in a few months when I no longer have access to these information sites

5 Yesterday's presentation about the web covered some information that I suspect most people know because the web is such an integral part of our lives. As a measuring stick, I took far fewer notes than the previous day.

6 I'm hoping to get more time practicing with the databases.

7 All's well at this point.

8 I'm not sure I have much to add to this.

9 A bit more hands on training with some of the databases couldn't hurt, though we've seen some good things so far.

10 Groups
2. What is not working/going well? - continued:

11 Pace is just a little slow. Just a little. Not that bad overall.

12 I missed Tuesday due to sickness, so I don't think my comments will be an accurate assessment of the course thus far.

13 Sometimes the course goes a little slowly; I think it would be useful to do a few search exercises/integrated exercises that let us each individually test the CI tools we are learning about, as we learn.

14 Although we have gained a better understanding of some of the resources, it would be great if we can go over more resources. Also, it would be helpful if there is one page summary of where to go for what first.

15 N/A

16 So far it has been a good class for me. I would like to learn more alternative sources of information because in the real world a company probably would have just one or none subscription to a conventional data source.

17 Nothin.

18 No complaints.

19 Just the fact that it resumes too early in the day

20 nothing. i like this.
1 Yeah, I've learned some stuff, sure.
2 Yes, I'm getting what I wanted from the course.
3 Yes.
4 Yes
5 This is exactly what I needed! thanks.
6 For the most part I'm getting what I want. I think as I start getting into the final project I will start to get more practice with the databases.
7 So far, I am getting what I need. I suppose as we get deeper into the team project, I will be able to better determine whether I am getting what I need.
8 I am, though as I mentioned, the more hands on training with databases, the better!
9 Yes
10 Yes
3. Are you getting what you need or want so far? If not, what's missing? - continued:

11 Yes, good course so far!

12 I missed Tuesday due to sickness, so I don't think my comments will be an accurate assessment of the course thus far.

13 I'm getting what I need. Familiarizing myself with the availability and use of a few of the main competitive intelligence tools found in the BIC was basically my expectation for the course.

14 Yes, it's been helpful.

15 Yes

16 Yes. Good insights into some important databases.

17 So far I am getting what I was expecting.

18 I was hoping that the course would teach Bloomberg.

19 Yes, nothing is missing.

20 Yes. I've gotten a better understanding of how to search for specific things. The teachers have been great. All positive things!

21 Yes

22 Yes