American Public University System

The Ultimate Advantage is an Educated Mind

School of Public Service and Health
Department of Security Management
SCMT392
Industrial Espionage
3 Credit Hours
8 Weeks
Prerequisite(s) None

Table of Contents

Instructor Information

Instructor:
Email:

Table of Contents

Course Description (Catalog)

Industrial espionage results in millions of dollars in lost revenue each year. This course provides a brief history of espionage and examines the World Wide Web as an enabler of espionage, the role of governments in industrial espionage, the rise of the competitive intelligence professional, tensions between openness and security, and the Economic Espionage Act of 1996. [3 Semester Hours]   Table of Contents

Course Scope

This course familiarizes the student with all aspects of Industrial Espionage. The student will approach the study of the subject through reading assignments, research assignments involving the World Wide Web, readings and/or questions regarding the practical application of Industrial Espionage. Upon completion of this course, students will not only have an in-depth comprehension of Industrial Espionage methods and countermeasures, but will also be able to explain how the global Internet increases risks to sensitive and proprietary information.

Table of Contents

Course Objectives

Analyze the global threat to information, counterintelligence, and the history of espionage and apply lessons of the past to the present and future of Netspionage.

Evaluate the Economic Espionage Act of 1996 and the short history and overview of the Internet and some of its problems that impact businesses and governments.

Draw conclusions about Economic and Military Espionage; Competitive Intelligence; and Operational Security and Risk Management Techniques to Mitigate the Netspionage Threat.

Compare and contrast methods and procedures for protecting information.

Interpret the fundamental changes to the business environment that are setting the stage for espionage.

Illustrate the tradecraft of spies.

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Initial forum postings are due by Friday night at midnight. All other online assignments including replies to other students are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Course Materials

REQUIRED TEXTS:

Boni, William and Dr. Gerald L. Kovacich. (2000). *Netspionage – the global threat to information.* Woburn, MA: Butterworth-Heinemann Publishing Co.

Pitorri, Peter. (1998). *Counterespionage for American business.* Woburn, MA: Butterworth-Heinemann Publishing Co.

Various Online Resources as identified in the weekly schedule. Posted in the Course materials section of the classroom.

SOFTWARE REQUIREMENTS:

Microsoft Word 97-2003 (if you do not have Word and cannot afford the program you may convert text files from other formats to Rich Text Format for submission).

Evaluation Procedures

WEEKLY FORUM QUESTIONS:

There are eight Forum questions. These questions can be located in the Forum section of the classroom. Respond to each question using what you have learned during the week's reading and your personal experience and opinion as well. Each student must also respond to a minimum of two fellow students' postings. Students must submit their responses in the appropriate Forum for the week using the threaded format for all postings. Forum questions are due by Sunday night at midnight the week of the assignment. Postings must be in good taste (remember your Netiquette, see the Policies section below) and to the point and should be a minimum of approximately 150 words. Constructive criticism and honest assessment of each other's ideas is encouraged. The Rubric posted in the Course Materials section of the classroom will be utilized to grade these assignments.

QUIZZES, MIDTERM AND FINAL EXAMINATIONS:

There are two quizzes, a midterm examination and a final examination in this course. Quizzes are open from the beginning of class until the due date. The midterm and final examinations will be available online approximately ten days prior to the due date. Students will be notified via e-mail when the examination is open. Each examination is open book and the time limit is three hours (one hour for quizzes). **The exams/quizzes are set for one-time entry so be prepared when opening the examination (note that clicking on the hyper link for the exam constitutes opening it).** It is suggested that students make a copy of the examination and save it into a Word document prior to submission in the event that technical difficulties occur. In the event of such difficulties, contact the instructor via e-mail or phone immediately to arrange for the examination to be reset. Each quiz will cover the material from the preceding weeks' readings and the final exam is comprehensive.

TOPIC/OUTLINE AND RESEARCH PAPER:

Each student is required to submit a research paper (minimum of 7 pages maximum of 10 pages, points will be deducted on papers over 10 pages of content), NOT including title, reference, or other non-text pages, diagrams, etc.) on a topic to be selected by the student and approved by the instructor (note that abstracts and Table of Contents pages are NOT desired by the instructor). Paper topics must relate to the scope of the course and be submitted for approval, with an outline, no later than the end of the second week of the course (no specific format required for the topic/outline assignment). The research paper must be of high quality and in APA format (a web link and samples of citation format are posted in the Course Materials section of the classroom), with a minimum of 5-7 sources. All information that is not original to the student MUST be cited properly. Students are highly encouraged to submit their papers to Turnitin, a web-based plagiarism prevention application licensed, for campus use, through the APUS Online Library. Note that ALL materials submitted into the classroom are considered submitted for grading unless clearly noted as DRAFT. Listing sources on a reference page does NOT constitute citation. Citation to sources is required whether or not the student uses direct quotes. Information that is summarized or paraphrased from research sources MUST be cited. Note that the research paper will be graded in accordance with the Rubric and formatting materials posted in the Course Materials section of the classroom. **Note that Wikipedia is NOT considered a valid source for reference. Citations to Wikepedia will not be considered as valid sources and will count against the overall grade of the paper.**

A free utility you may find useful for proofing is "ReadPlease." This is a software program into which you upload a document. ReadPlease then reads it back to you as you listen. The free version of the software is downloadable at: http://readplease.com/

Course Outline

8 Week Course

Week	Topic(s)	Learning Objective(s)	Assignment(s)
1	Introduction to the New Old World -The Driving Force: High Technology - The Internet: The Global I-Way to Netspionage & Techno-Crime - The Global Business & Government Revolution - A Short History of Espionage: Industrial, Economic & Military - The Economic Espionage Act of 1996	**LO 1**-Interpret the real and perceived changes in new information or technology-based world. **LO 2**-Evaluate the technology revolution and evolution of network enabled business. **LO 3**-Draw conclusions about the fundamental changes to the business environment that are setting the stage for espionage. **LO 4**-Describe the evolution of espionage and detail how it has leaped into cyberspace. **LO 5**-Analyze the Economic Espionage Act of 1996.	**- Introduction** **-Forum #1** **Readings:** 1. BONI & KOVACICH, CHAPTERS 1-5 AND APPENDIX 1 2. Economic Espionage Problems and Prospects 3. Estonian Attacks Raise Concern over Cyber Nuclear Winter 4. Security in the Information Age.

2	- Competitive Intelligence & the Networked World - Information Collection in the Grey Zone - The Black Zone, Who Uses Netspionage, How & Why - Case Studies in Netspionage	**LO 6**-Appraise the increased importance of competitive intelligence collection and analysis. **LO 7**-Distinguish the difference between the white, grey and black zones. **LO 8**-Detect and analyze Netspionage-related cases; as well as discuss their meaning and impact.	**- PAPER TOPIC/OUTLINE** **-Forum #2** **Readings:** 1. BONI &KOVACICH CAHPTERS 6-9 2. Commercial Intelligence Gathering 3. I Spy for Capitalism 4. An Overview of Competitive Intelligence
3	- Defending Against Netspionage - Operational Security & Risk Management Techniques to Mitigate the Netspionage Threat - The Best Defense May Really Be a Good Offense & Other Issues	**LO 9**-Interpret the processes that can and should be in place to defend one's competitive advantage or market share. **LO 10**-Examine proactive methods to perform a self-assessment that can help determine the level of vulnerability or a corporation to Netspionage. **LO 11**-Relate how corporations are turning the tables on hackers	**-Forum #3** **-Quiz #1** **Readings:** 1. BONI & KOVACICH, CHAPTERS 10-12 2. The Competitive Intelligence and National Security Threat from Website Job Postings

4	- Future of Technology - Business Crime, & Security in the 21st Century Global Marketplace - Future Netspionage - Businesses & Government Agencies – Shared Responsibilities - We're All In This Together	**LO 12**-Evaluate how trends and 21st century technology may impact the potential vulnerability of corporations to both legal and competitive intelligence as well as Netspionage and other forms of espionage. **LO 13**-Identify the 21st century drivers of Netspionage, and discuss the new dangers and their impact on business, society, national and global economies. **LO 14**-Calculate the critical importance of an integrated information collection and protection program to survival and success of business to gain and sustain the competitive edge for corporations.	- Forum #4 **Readings**: 1. BONI & KOVACICH, CHAPTERS 13-17 2. Industrial Espionage Today and Information Wars of Tomorrow 3. Economic Espionage Information on Threat from U.S. Allies
5	- Your Mini-Manual - What You're Losing and How to Protect It - Operations Security: Counterespionage Behind the Scenes	**LO 15**- Relate the scope and costs of industrial espionage. **LO 16**- Predict the tradecraft of spies. **LO 17**- Analyze counterespionage. **LO 18**-Interpret operational security as it relates to counterespionage.	-MIDTERM EXAMINATION -Forum #5 **Readings:** PITORRI, CHAPTERS 1-3 1. Annual Report to Congress on Foreign Economic Collection and Industrial Espionage – 2004 2. Corporate Counterintelligence

6	- How to Protect Your People - How to Protect Your Automated Information: Challenge 2001 - Principles and Premises: Advice from the Professionals	**LO 19**-Demonstrate how sources are recruited. **LO 20**-Determine how to protect automated information. **LO 21**-Generalize the principles and premises of loss prevention management.	**- Forum #6** **Readings:** 1. PITORRI, CHAPTERS 4-6
7	- Three Formulas for Success - IE in Our Day? - Resources	**LO 22**-Analyze and explain the three formulas of success.	**-Forum #7** **-Quiz #2** **Readings:** 1. PITORRI, CHAPTER 7 AND APPENDICES A & B
8			**- FINAL EXAM** **-RESEARCH PAPER** **Forum #8**

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

Drop/Withdrawal Policy
Plagiarism Policy
Extension Process and Policy
Disability Accommodations

WRITING EXPECTATIONS

All written submissions must be submitted in a font and page set-up that is readable and neat. A few key examples of formatting requirements are described below (note that all APA style requirements can be found in the APA Style Manual, 5th edition and/or in the materials posted in the Course Materials section of the classroom).

- Typewritten in double-spaced (between all lines, paragraphs, headers. etc.) format with a readable style and font and submitted inside the electronic classroom.

- Arial or Times New Roman, 11 or 12-point font styles.

- Page margins Top, Bottom, Left Side and Right Side = 1 inch all the way around.

- Citations in parenthetical format, not footnotes or endnotes.

- The Reference Page (not Bibliography or Works Cited) must be formatted as follows: double space between all lines and entries, first line of each entry is on the left margin, second and subsequent lines are indented ½ an inch.

- Center headers between sections.

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and <u>especially</u> satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

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Table of Contents

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Online Library

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- *Charles Town Library and Inter Library Loan:* The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- *Electronic Books:* You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- *Electronic Journals:* The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- *Tutor.com*: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

Request a Library Guide for your course (http://apus.libguides.com/index.php)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Turnitin.com is a web-based plagiarism prevention application licensed, for campus use, through the APUS Online Library. The quick submit option lets faculty upload and check suspicious papers, without requiring student to create their own Turnitin.com profiles.

Turnitin.com analyzes electronic submissions of student writing, compares them to the contents of a huge online database, and generates a customized Originality Report. The database used to produce this analysis contains a massive collection of documents available on the Internet from both free and commercial sources, as well as the full texts of all other papers that have been previously submitted to Turnitin.com.

Similarity index is based on the amount of matching text to a submitted paper:

Blue =	no matching text
Green =	one word to 24% matching
Yellow =	25 -49% matching text
Orange =	50-74% matching text
Red =	75-100% matching text