Competitive Intelligence & Strategy

A monthly eBulletin from the people who bring you a global series of Competitive Intelligence events

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Strategic Competitive and Market Insights to Propel Profit and Growth



INTELLIGENCE EDUCATION

Courtesy of American Military University

American Public University System

any universities offer various levels of degrees and certification in intelligence. (See the SCIP website for the Competitive Intelligence Education list for an overview of programs, institutions, and degrees One such organization is the American Public University System.

The American Public University System (APUS), through its member universities University and American Military American Public University, provides relevant and affordable distance learning to more than 60,000 working adults worldwide. More than 100 degree and certificate programs are offered in disciplines such as education, technology, business administration, liberal arts, national security, military studies, intelligence, homeland security, and criminal justice. APUS is one of the nation's largest providers of higher education to the Armed Forces.

More than 200 full-time and more than 1000 adjunct faculty members combine relevant theory with real-world experience to the subjects they teach. Many are executives in government, business and non-profit organizations, including the United Nations, the State Department, the Department of Defense, the Department of Homeland Security, the Central Intelligence Agency, the National Security Agency and the Federal Emergency Management Agency.

APUS students — most of whom are working adults — study in all 50 states and more than 100 foreign countries. Students are working full-time in a variety of public and private sector positions. About 75 percent are pursuing undergraduate degrees and about 25 percent are pursuing master's degrees. The median age of an APUS student is 31. Graduates are working in a variety of fields including intelligence, security management, military management, government agencies, contractors and elsewhere.

APUS's courses and programs are delivered online. Classes start monthly, and courses are offered in 8- or 16-week sessions. APUS, through the American Military University, offers the following degrees and certificates.

BACHELOR'S OF ARTS IN INTELLIGENCE STUDIES

This degree provides instruction in the multidisciplinary field of intelligence studies and is designed for students who are currently employed or wish to pursue positions as military, civilian, or corporate intelligence specialists. The program's core courses impart substantive knowledge and analytic skills required by all professionals in the intelligence community. Students may also pursue concentrated study in several functional areas or intelligence sub-fields. Student learning is greatly

enhanced by the diversity of program professors with strong professional and academic backgrounds in intelligence studies, many who currently work in the U.S. national intelligence community.

UNDERGRADUATE CERTIFICATE IN INTELLIGENCE ANALYSIS

This certificate covers the fundamentals Intelligence Analysis. Students completing the certificate will be able to describe the historical evolution of the US national intelligence estimates (NIEs) from World War II to today. Moreover, the student will be able to apply advanced qualitative analytic procedures followed by some basic modeling and predictive analysis procedures. They will also be able to utilize critical thinking and analysis skills, to include: Analysis of Competing Hypothesis (ACH), matrix analysis, decision/event trees, weighted rankings, and utility analysis, all meant to overcome cultural and psychological biases that can impact the objectivity of intelligence analysis and decision-making.

MASTERS OF ARTS IN INTELLIGENCE STUDIES

The Master of Arts in Intelligence Studies provides professional, graduatelevel academic education in the interdisciplinary field of intelligence

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GRADUATE CERTIFICATE IN INTELLIGENCE ANALYSIS

Upon successful completion of this certificate, the student will be able to apply advanced intelligence analysis methods in composing professional and academic analyses on issues critical to intelligence community consumers. This certificate requires 18 total credits and courses include: research methods, analytics, writing skills for analysis and reporting,

legal and ethical issues, and intelligence profiling.

Find out more at http://www.amu.apus.edu/index.htm