



University of Pretoria Yearbook 2016

Competitive intelligence (II) 727 (INY 727)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
Programmes	BIT Information Technology
Prerequisites	INY 726
Contact time	2 lectures per week
Language of tuition	English
Academic organisation	Information Science
Period of presentation	Semester 2

Module content

Competitive intelligence (CI) provides the decision maker with analysed information about the competitive environment, aimed at satisfying decision-making needs. This module focuses on the role of analysis in the intelligence cycle, applying analysis techniques to a case study, CI and corporate governance, the setting up of a CI capability in an organisation and the problems facing CI professionals in South Africa.

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