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# University of Pretoria Yearbook 2016

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## Competitive intelligence (I) 726 (INY 726)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">BISHons Information Science</a> <a href="#">BIT Information Technology</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Information Science
<b>Period of presentation</b>	Semester 1

### Module content

Establishing an effective competitive intelligence programme is an integral part of every enterprise that wants to survive in the new millennium. This module focuses on the competitive nature of the business environment, the aim of competitive intelligence, Porter's Competitive Forces Model, the distinction between competitive intelligence and industrial espionage, the intelligence process as well as the tools and techniques for the development and implementation of a competitive intelligence programme.

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