



University of Pretoria Yearbook 2019

Competitive intelligence (I) 726 (INY 726)

| | |
|-------------------------------|--|
| Qualification | Postgraduate |
| Faculty | Faculty of Engineering, Built Environment and Information Technology |
| Module credits | 15.00 |
| Programmes | BISHons Information Science BIT |
| Prerequisites | No prerequisites. |
| Contact time | 2 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Information Science |
| Period of presentation | 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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.