

Universiteit van Pretoria Jaarboek 2016

Competitive intelligence 848 (GIA 848)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	12.00
Voorvereistes	No prerequisites.
Kontaktyd	28 kontakure per 3 weke siklus
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

This elective is designed to introduce students to the theory and practice of Competitive intelligence, including its activity (or processes), organisational structure, and 'products' (i.e. deliverables). In short: What is intelligence? How does it differ from market research and other, more conventional, streams of management information? What are its key roles? How does the intelligence function work? How is it structured in a corporate environment? What added-value does it deliver to business decision-makers?

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.