

# University of Pretoria Yearbook 2016

## Competitive intelligence 810 (INL 810)

**Qualification** Postgraduate

**Faculty** [Faculty of Engineering, Built Environment and Information Technology](#)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 3 lectures per week

**Language of tuition** English

**Academic organisation** Information Science

**Period of presentation** Year

### Module content

"The next best thing to knowing all about your own business is to know all about the other fellow's business" - John D Rockefeller

Establishing an effective competitive intelligence program is an integral part of every enterprise that wants to survive in the new millennium. This module focuses on the competitive intelligence strategy, intelligence management, intelligence processes, the intelligence resources, competitive technology intelligence and security.

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