

# University of Pretoria Yearbook 2016

## Competitive intelligence (II) 727 (INY 727)

<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="#">BIT Information Technology</a>
<b>Prerequisites</b>	INY 726
<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 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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