

University of Pretoria Yearbook 2017

Information science: Competitive intelligence 380 (INL 380)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	30.00
Programmes	BIS Information Science BSc Computer Science BPolSci Political Studies
Service modules	Faculty of Humanities
Prerequisites	No prerequisites.
Contact time	3 lectures per week, 3 practicals per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Information Science
Period of presentation	Semester 2

Module content

This module provides an overview of Competitive Intelligence (CI) and focuses on the needs for CI in organisations. The ways in which organisations compete and the benefits that CI can bring to these organisations will also be covered. The growing need for CI among South African organisations will also be examined. Practical examples and case studies will be used to highlight the value of CI in organisations.

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