

University of Pretoria Yearbook 2017

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 Information Technology
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Academic organisation	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.

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