

University of Pretoria Yearbook 2020

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	Module is presented in English
Department	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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