
University of Pretoria Yearbook 2020

Competitive intelligence (I) 426 (INY 426)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	15.00
Prerequisites	INL 310 or INL 320.
Contact time	8 meetings per semester
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	Semester 1

Module content

This module focuses on the theory and practice of Competitive Intelligence (CI) as a strategic tool in the workplace by examining competitive intelligence as a product, process and organisation.

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