



# University of Pretoria Yearbook 2021

## Competitive intelligence 848 (GIA 848)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	12.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This elective is designed to introduce students to the theory and practice of Competitive intelligence, including its activity (or processes), organisational structure, and 'products' (i.e. deliverables). In short: What is intelligence? How does it differ from market research and other, more conventional, streams of management information? What are its key roles? How does the intelligence function work? How is it structured in a corporate environment? What added-value does it deliver to business decision-makers?

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