

University of Pretoria Yearbook 2022

Information science 380 (INL 380)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	20.00
NQF Level	07
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	Module is presented in English
Department	Information Science
Period of presentation	Semester 2

Module content

Competitive intelligence. This module provides an overview of competitive intelligence (CI) and focuses on the needs for CI in organisations. The CI cycle, identifying key intelligence topics, needs and questions are covered. The ways in which organisations compete and the benefits that CI can bring to these organisations to forecaste 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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