

University of Pretoria Yearbook 2022

Competitive intelligence 810 (INL 810)

Qualification Postgraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 20.00

NQF Level 09

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.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.