SHORT LEARNING PROGRAMME IN STRATEGIC COMPETITIVE ANALYSIS

1. GENERAL
Thank you for your interest in the Strategic Competitive Analysis SLP at the University of Johannesburg. This document will provide a detailed overview of the programme.

2. ENTRANCE REQUIREMENTS
Admission requirements: National Senior Certificate / Senior Certificate (after 2009)
Duration: 3 days
Application deadline: As per call for applications

3. ABOUT THIS PROGRAMME
In this programme, students will be introduced to analytical frameworks, such as scenario analysis and competitor benchmarking. Practical experience is also an important component of this programme. Through exercises, case studies and fieldwork, students will develop skills in formulating key intelligence requirements, gathering useful information, analysing and interpreting it to gain competitive insights and reporting on its interpretations.

PROGRAMME OUTLINE
The purpose of this programme is to equip participants with knowledge and skills pertaining to:

- The strategic function of Competitive Intelligence (CI);
- The skills and expertise required of a CI analyst;
- Corporate structure as it relates to the function of CI;
- Various sources of CI;
- The importance of CI ethics;
- Steps in the CI cycle; and
- Tools to conduct CI analysis, delivering actionable intelligence.

Upon completion of this programme students should be able to:

- Discuss the strategic relevance of CI;
- Be aware of the industry standards guiding CI ethics; and
- Be able to identify the sources and tools to conduct successful Strategic Competitive Analysis that delivers actionable intelligence.

For more information: Please contact Mrs Deidre Wessels: 011 559-2183 email: infoman@uj.ac.za.

Ready to apply?
Visit the UJ homepage www.uj.ac.za and click on Study@UJ to apply for this qualification. All applications are done online.

Cost: Please contact Mrs Deidre Wessels (011 559-2183) infoman@uj.ac.za for any queries related to the costs of this qualification.