

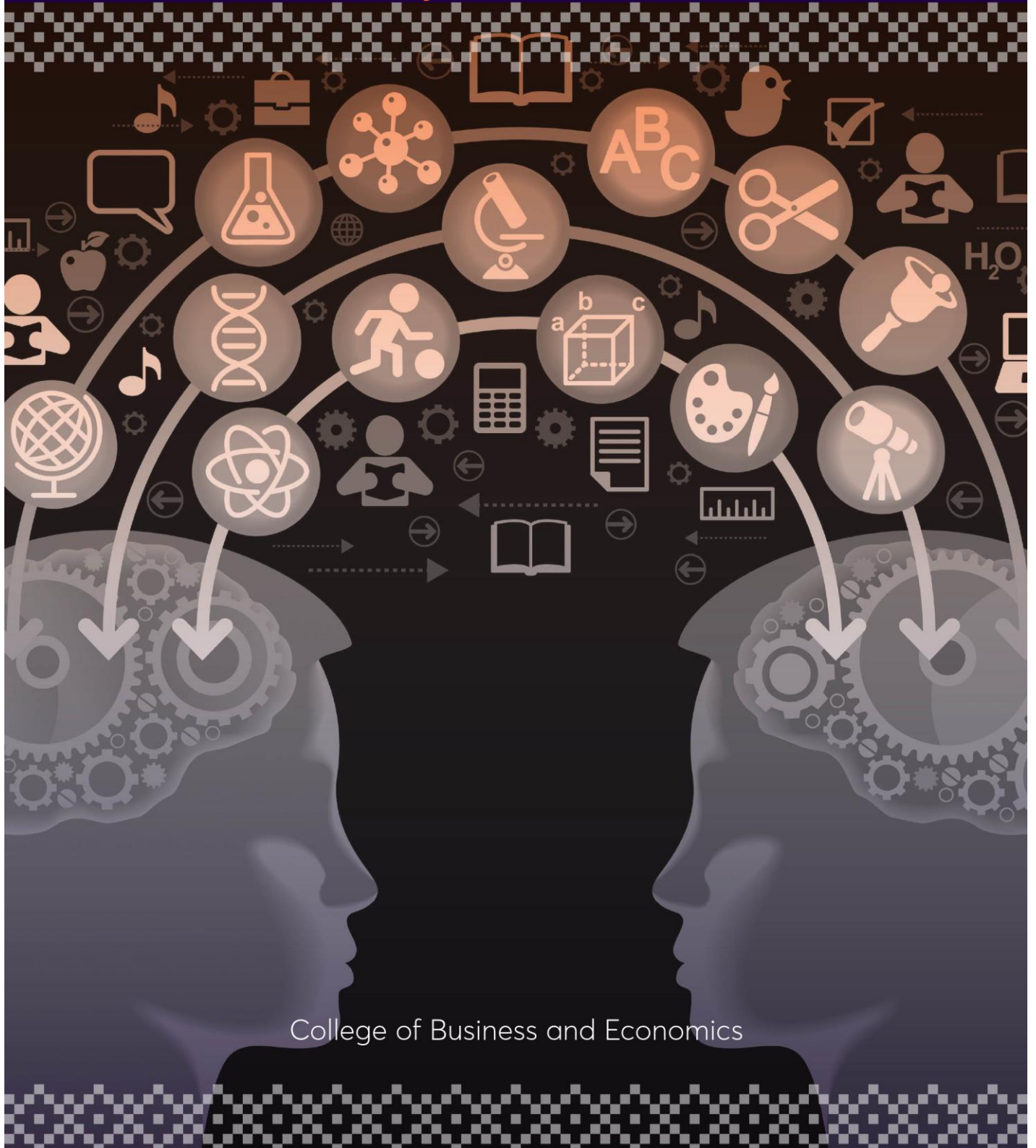


UNIVERSITY  
OF  
JOHANNESBURG

Department of Information and  
Knowledge Management  
School of Consumer Intelligence and  
Information Systems

Continuing Education and  
Short Learning Programmes

**Competitive Intelligence: Tools and  
Analysis**



College of Business and Economics



## SHORT LEARNING PROGRAMME (SLP)

### Competitive Intelligence: Tools and Analysis

The purpose of this SLP is to introduce students to analytical frameworks such as scenario analysis and competitor benchmarking, in order to strategically identify and present information as actionable intelligence. The purpose of this SLP is also to focus on ethics in Competitive Intelligence, ensuring that students are made aware and adhere to international standards in this regards. Students will further be introduced to the corporate structure as it relates to the function of Competitive Intelligence, and students will explore the skills and expertise required by a Competitive Intelligence analyst.

#### Admission requirements:

- National Senior Certification (NSC)-NQF level 4 OR Senior Certificate (SC) (before 2009)-level 4
- The SLP is offered online over a three-week period. 8hrs x 2 days one week for 2 weeks and 9hrs x 2 days one week to make 3 weeks
- The programme is offered in both the first and second semester

#### Programme outline:

- Overview of Strategic & Competitive Analysis relevance
- Planning of Strategic & Competitive Analysis work
- Competitive information collection methods and sources
- Analysis tools and techniques - Dissemination of intelligence

#### On completion of the programme, students should be able to:

- Discuss the strategic relevance of competitive intelligence
- Develop the industry standards guiding competitive intelligence ethics
- Identify sources of strategic information; and intelligence
- Select the appropriate analytical tools to conduct successful strategic competitive analysis, resulting in actionable intelligence

**For more information:** Please contact Mrs Deidre Wessels: 011 559-2183 email: [infoman@uj.ac.za](mailto:infoman@uj.ac.za)

#### Ready to apply?

Visit the UJ homepage [www.uj.ac.za](http://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](mailto:infoman@uj.ac.za) for any queries related to the costs of this qualification.

