

University of Pretoria Yearbook 2016

Entrepreneurship 323 (OBS 323)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Entrepreneurship
Prerequisites	Admission to the examination in OBS 313. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

*Only for BCom (Entrepreneurship) students

Development of performance motivation; development of positive motives; role models; level of performance motivation; reinforcement of performance motivation; strategies and action plans. Franchising, small business consultation, business acquisitions, mentorship, female entrepreneurs, family business, home industries and management of growth.

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