



University of Pretoria Yearbook 2016

Public entrepreneurial management 800 (OOB 800)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	15.00
Programmes	MPublic Administration Option: Public Infrastructure Management MPublic Administration Public Administration
Prerequisites	No prerequisites.
Contact time	1 contact week per year
Language of tuition	English
Academic organisation	School of Public Man + Admin
Period of presentation	Semester 1 or Semester 2

Module content

- Public value system within an entrepreneurial public sector environment
- Ethics and probity in relation to corporate governance
- Government as an entrepreneur
- Entrepreneurship vs Government
- Privatising public assets
- The social impact of restructuring state assets
- Public-Public and Public Private Partnerships
- Types of markets, strategy and community engagement
- Marketing
- Performance incentive plans and comparative competition
- Performance contracting and monitoring
- Service development and measurement techniques

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