



# University of Pretoria Yearbook 2017

## Public entrepreneurial management 800 (OOB 800)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">MPA (Coursework)</a> <a href="#">MPA Public Infrastructure Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 contact week per year
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	School of Public Man + Admin
<b>Period of presentation</b>	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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