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# University of Pretoria Yearbook 2017

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## MPhil Entrepreneurship (Coursework) (07255181)

**Duration of study** 1 year

**Total credits** 180

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### Programme information

Due to capacity constraints, there are not an intake of new students for every degree every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered. In addition to the fields of specialisation, options are offered under the various specialisation fields, eg MPhil Accounting Sciences with an option in Fraud Risk Management, which enables the candidate to make a selection and expand specific focus areas within the existing fields of specialisation.

### Admission requirements

- A relevant bachelor's degree and the Postgraduate Diploma with an option in Entrepreneurship.
- Subject to the provisions of General Regulations G.54 and G.55, both of the following degrees are required for admission:
  - A relevant bachelor's degree and the Postgraduate Diploma with an option in Entrepreneurship or a relevant honours degree.

The candidates are selected subject to the provisions of General Regulation G.1.3. (The presentation of the programme is subject to the admission of a minimum number of candidates.)

Only selected candidates will be allowed to register for the MPhil in Entrepreneurship. The Department of Business Management reserves the right not to present the programme during a specific period or to limit the number of candidates admitted.

### Additional requirements

1. A candidate may be refused admission to a master's degree by the head of the department if he/she does not comply with the standard of competence in the subject as determined by the department - with the proviso that a candidate who does not comply with the required level of competence, may be admitted, provided that he/she completes additional study assignments and/or examinations.
2. The head of department concerned may set additional admission requirements.
3. Specific departments have specific requirements for admission.
4. The number of students will be determined in line with the growth strategy of the University of Pretoria as



approved by the Executive.

5. Allowance will be made for the diversity profile of students.
6. A completed Postgraduate Diploma in Economic and Management Sciences can also be considered for admission to the Master's programme in Entrepreneurship.

## Other programme-specific information

### Presentation method

The programme is presented by means of contact and online sessions. During each semester, there will be six contact sessions. Attendance at these contact sessions is compulsory.

## Examinations and pass requirements

An examination paper is written in each of the modules and a minimum of 50% should be obtained. A subminimum of 40% in each module is required. Candidates must pass all modules, including the research article to qualify for the MPhil Entrepreneurship degree.

There are no supplementary examinations.

## Research information

### Dissertations/mini-dissertations/research reports, curricula and modules

1. The degree programme requires that a dissertation/mini-dissertation/research article must be submitted in a field of study chosen from the fields covered for the honours degree, provided that the Dean may, on the recommendation of the head of department concerned, approve the replacement of the required dissertation by the successful completion of a prescribed number of module credits and a mini-dissertation/research article.
2. Information on modules, credits and syllabi is available, on request, from the head of department concerned.
3. A module in Research Methodology is compulsory in all programmes. The Dean may, on the recommendation of the head of department concerned, waive the prerequisites.
4. Sufficient number of bound copies of the thesis/dissertation must be submitted to the Head: Student Administration for examination, after permission is granted by the supervisor.

### Article for publication

A dean may require, before or on submission of a dissertation, the submission of a draft article for publication to the supervisor. The draft article should be based on the research that the student has conducted for the dissertation and be approved by the supervisor concerned. The supervisor should then have the opportunity to take the paper through all the processes of revision and resubmission as may be necessary and/or appropriate in order to achieve publication.

### Submission of dissertation

A dissertation is submitted to the Head: Student Administration, before the closing date for the various graduation ceremonies as announced annually.

For examination purposes, a student must, in consultation with the supervisor, submit a sufficient number of bound copies of the dissertation, printed on good quality paper and of good letter quality, to the Head: Student Administration. Permission to submit the dissertation in unbound form may be obtained from the supervisor concerned on condition that a copy of the final approved dissertation is presented to the examiners in bound format or electronic format.



In addition to the copies already mentioned, each successful student must submit a bound paper copy as well as two electronic copies of the approved dissertation to the Head: Student Administration in the format specified by the faculty and in accordance with the minimum standards set by the Department of Library Services, before 15 February for the Autumn graduation ceremonies and before 15 July for the Spring graduation ceremonies, failing which the degree will only be conferred during a subsequent series of graduation ceremonies.



## Curriculum: Final year

Minimum credits: 180

### Core modules

#### Research article 870 (ENP 870)

**Module credits** 60.00

**Prerequisites** NME 804

**Language of tuition** Module is presented in English

**Academic organisation** Business Management

**Period of presentation** Semester 2

#### Module content

A draft academic article based on the requirements of an accredited journal.

#### Research methodology 804 (NME 804)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week

**Language of tuition** Module is presented in English

**Academic organisation** Business Management

**Period of presentation** Semester 1

#### Module content

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

#### Entrepreneurial start-up process 822 (ENP 822)

**Module credits** 50.00

**Prerequisites** No prerequisites.

**Language of tuition** Module is presented in English

**Academic organisation** Business Management

**Period of presentation** Year



## Module content

Creative problem-solving and identification of opportunities: ideation and design thinking. Translation of ideation, design thinking and prototyping towards the process of innovation. Determining of viability and feasibility of opportunities generated through the process of concept development and evaluation. Entrepreneurial marketing and sales (an access to markets approach). Emphasis on E-marketing (how to effectively make use of social media marketing). Development of business modelling, taking ideation to market. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development. The business planning process will be developed with an intensive focus on primary market research. The business plan, preparation and evaluation. Business plan for different stages of the business cycle

## Entrepreneurial growth process 843 (ENP 843)

<b>Module credits</b>	50.00
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Year

## Module content

The need for growth ventures, managing entrepreneurial growth, types of growth, managing the venture life-cycle, growth strategies and methods, financing growth. Understanding cash flow management and preparing a financial model. Financial management for the entrepreneur. Entrepreneurial financing (from crowd sourcing to venture capital). Financing options and modelling for the entrepreneurial venture towards fast growth. Break-even analysis and budget development. Financial plan of the business plan. Applying entrepreneurship to established companies. Corporate venturing. Levels of corporate entrepreneurship. Implementation of entrepreneurial management in corporations. Entrepreneurship policy versus SMME policy. Models for entrepreneurship development and enabling of SMME's.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.