

University of Pretoria Yearbook 2019

New ventures and entrepreneurship 801 (IOE 801)

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| Qualification | Postgraduate |
| Faculty | Faculty of Engineering, Built Environment and Information Technology |
| Module credits | 10.00 |
| Programmes | MEng Engineering Management (Coursework) MEng Project Management (Coursework) MEng Technology and Innovation Management (Coursework) MSc Engineering Management (Coursework) MSc Project Management (Coursework) MSc Technology and Innovation Management (Coursework) |
| Prerequisites | No prerequisites. |
| Contact time | 20 contact hours per semester |
| Language of tuition | Module is presented in English |
| Department | Engineering and Technology Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

This module aims to provide a wider understanding of the concepts and importance of entrepreneurship and the requirements and processes in commercialising technology-based ventures.

The themes include methodology in screening opportunities and understanding the commercialisation process; compiling technology entrepreneurship strategies; product development process and business model development; understanding and protecting intellectual property; funding options for entrepreneurial ventures, and understanding the scope and content of a business plan.

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