

University of Pretoria Yearbook 2020

Entrepreneurship 223 (OBS 223)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Prerequisites	OBS 213 GS. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

*Only for BCom (Entrepreneurship) students

Feasibility and business modelling, taking ideation to market. Market research and feasibility. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development.

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.