

# University of Pretoria Yearbook 2022

## MPhil (Entrepreneurship) (Coursework) (07255181)

**Department** Business Management

**Minimum duration of study** 1 year

**Total credits** 180

**NQF level** 09

### Programme information

There will not be an intake of new students for each degree every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered.

### Admission requirements

1. Relevant bachelor's degree and the Postgraduate Diploma (Entrepreneurship) **or** relevant honours degree
2. A cumulative weighted average of at least 60% for the honours degree or bachelor's degree and postgraduate diploma

### Additional requirements

1. A candidate may be refused admission to a master's degree by the relevant head of department/Postgraduate Committee 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 relevant head of department/Postgraduate Committee 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.

### Other programme-specific information

#### Presentation method

The programme is presented by means of contact and online 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, curricula and modules**

Refer to General Academic Regulations G37, G38 and G39.

The degree programme requires that a dissertation be submitted in a field of study selected from the fields covered in the honours degree.

Information on modules, credits and syllabi is available, on request, from the relevant head of department/Postgraduate Committee.

A module in Research Methodology is compulsory in all programmes. The Dean may, on the recommendation of the relevant head of department/Postgraduate Committee, waive the prerequisites.

### **Article for publication**

Refer to General Academic Regulation G39.13.

## Curriculum: Final year

Minimum credits: 180

### Core modules

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

<b>Module credits</b>	25.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

##### Module content

The module is designed to engage students to the entrepreneurial start-up process by focusing on the interaction between science and reality of the entrepreneurship enabling environment, entrepreneurial behaviour elements, creativity and innovation, business modelling, as well as performance motivation. It additionally embraces the world of the social entrepreneur within the stated constructs of the entrepreneurial start-up process.

The five themes provide a reflective perspective on entrepreneurship and its strategic importance and socio-economic relevance. It also endeavours to facilitate a deep understanding of the dependant and independent variables embedded in and around the start-up phase. Its key purpose conveys entrepreneurship enablement in different branches of industry, sectors and impact spheres.

The curriculum integrates distinctive aspects of the entrepreneurial start-up process in identifying problems in the enabling market environment towards translation into entrepreneurial opportunities via the creative process of ideation. The entrepreneurial action (start-up) model is designed to guide the learning process to enable potential entrepreneurs to turn the feasible business opportunity into a realistic business venture, in both profit or social impact orientation.

#### Entrepreneurial growth process 843 (ENP 843)

<b>Module credits</b>	25.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 2

## Module content

The module is designed to engage students in the management and growth of small businesses and entrepreneurial ventures by focusing on the interaction between science and reality of entrepreneurship in a difficult and complex socio-economic environment. Insights in managing growth, how to market a growing business as well as financing growth are emphasised. The module also includes a focus on failure and turnaround of struggling small businesses. The curriculum integrates distinctive aspects of the venture growth through relevant themes in providing a reflective perspective on entrepreneurship and small business to facilitate a deep understanding of the dependent and independent variables embedded in and around the growth process.

## Research methodology 804 (NME 804)

<b>Module credits</b>	20.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

## Module content

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

## Strategic management 811 (OBS 811)

<b>Module credits</b>	20.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	OBS 320 or equivalent
<b>Contact time</b>	2 days of interactive simulation, 3 days of lectures
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1 or Semester 2

## Module content

Key principles and concepts of strategy and strategic management; competitive strategy; emergent and deliberate strategy; formulation of strategy; analysis of the external and internal environment; stakeholder analysis; competitive advantage; shareholder value; strategy and performance; hyper-competition; corporate and business level strategy. An advanced strategic management simulation that is online and interactive to apply strategy principles, and to foster team collaboration.

## Mini-dissertation: Research article 898 (OBS 898)

<b>Module credits</b>	90.00
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<b>NQF Level</b>	09
<b>Prerequisites</b>	NME 804.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Year

### Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

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The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.