



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe  
Lefapha la Disaense tša Ekonomi le Taolo

### Department of Business Management

# Postgraduate Diploma (PGDip) Entrepreneurship

Programme code 07220033



### What's the degree about?

The Department of Business Management at the University of Pretoria, a leader in business management education, will be offering an Online Postgraduate Diploma in Entrepreneurship for the 2022 academic year with some seminars to enrich your action learning experience. The programme content focuses on the start-up processes, creativity and opportunity recognition, business planning and marketing as well as financial management. Furthermore, the programme emphasises entrepreneurial growth and small business policy development with relevance to the enabling environment.

### Why choose the PGDip Entrepreneurship programme?

The core advantage of this qualification is the fact you can start or manage your own business while you study the theory and practice of true entrepreneurship. The course is flexible in the sense that 70% of the offering is online that provides you with the opportunity study in your own pace and timeframe. It also forms part of our pipeline towards studying the MPhil in Entrepreneurship (upon selection).



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[www.up.ac.za/business-management](http://www.up.ac.za/business-management)



## Course outline

The duration of the course is one year. The language of tuition is English and the course will be presented in two blocks by means of the blended learning method (70% online and 30% contact sessions). Students need continuous access to the internet to complete the course.

### Overview of modules for Block A

#### Module 1: Introduction to entrepreneurship (30 credits)

The entrepreneurship ecosystem in Africa and its socio-economic impact. Identifying the elements of the entrepreneurial process and determine its interrelatedness. Apply the new business idea in the context of the entire process.

#### Module 2: Creativity and Innovation (30 credits)

Understand and implement the theory of creativity and innovation. Ideation and design thinking towards refining a business idea for the African market environment. Engage in understating the process of innovation and innovation management.

### Overview of modules for Block B

#### Module 3: Small business management (30 credits)

Understanding and applying the principles of the functional areas of business management within the context of the small business venture. A contextualised focus will be placed on: strategy; supply chain management; marketing; human resources and financial management.

#### Module 4: Business plan (30 credits)

Designing a business model and case towards drafting a complete business plan for both the start-up and financing requirements in Africa; the financial aspects as part of the business plan (break-even analysis; financial statements; budget); What potential financiers look for in business plans.

## Curriculum

Module code	Module name	Semester	Contact sessions	Credits
ENP 702	Introduction to entrepreneurship	1	1	30
ENP 703	Creativity and Innovation	1	1	30
ENP 701	Small business management	2	1	30
ENP 700	Business plan	2	1	30



## Who should apply?

The programme is designed for pre-, nascent and start-up entrepreneurs who want to attain an advanced degree in entrepreneurship. It is also intended for individuals who work in an entrepreneurial environment and are involved with small business policy development. Although many students in the programme have academic credentials in entrepreneurship or business management, the programme is also appropriate if your education and/or experience may be in other disciplines (e.g. engineering or medicine).

## What are the entry requirements?

A relevant NQF Level 7 bachelors degree.

## How should you apply?

- Applications are done online at [www.up.ac.za/apply](http://www.up.ac.za/apply)
- All postgraduate students with international qualifications need to submit an evaluation from the South African Qualifications Authority (SAQA). More information on this evaluation can be obtained from [www.saqa.org.za](http://www.saqa.org.za)
- International students may contact the International Cooperation Division for more information at: <http://www.up.ac.za/international-cooperation-division>

Key dates	
31 August 2021	Application closing date for international residents
31 October 2021	Application closing date for South African residents
20 November 2021	Shortlisted applicants notified
28 - 30 November 2021	Selection interviews
11 December 2021	Accepted applicants notified

Contact sessions
<b>First semester:</b>
April 2022 – two contact session
<b>Second semester:</b>
October 2022 – two contact sessions

## What are the costs?

Full particulars concerning university fees and applicable regulations are contained in the Student Fees Guide of the University of Pretoria at [www.up.ac.za/fees-and-funding](http://www.up.ac.za/fees-and-funding)

## Enquiries

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