



University of Pretoria Yearbook 2016

Entrepreneurship theory 822 (ENP 822)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

- History, where does entrepreneurship come from
- The economists (Cantillon, Say, Schumpeter); The entrepreneurial behaviourists (Weber, Henry, McClelland); The historians (Cole, Belshaw, Livesey); The management scientists (Drucker, Mintzberg); The entrepreneurial specialists (Timmons, Gartner, Welsh, Brockhaus, Filion);
- Defining entrepreneurship - Analyzing the concept
- Key theories relevant for the entrepreneur -
- Resource based view, Real options theory, Transaction cost theory, Resource munificence theory, Threat-rigidity theory, Confirmation bias, Escalation of commitment bias, Self serving bias, Prospect theory, Regulatory focus bias, Prospect theory, Metacognition, reflection, tacit vs explicit knowledge, Prototype theory, etc
- Key contributors to the entrepreneurship body of knowledge
- Gartner, Carland, Baron, Shepherd, Aldrich, Kuratko, Mitchell, Reynolds, Brockhaus, Vesper, Shane, Venkataraman, etc.
- The future of entrepreneurship - where are we heading?
- Relevant topics
 - Entrepreneurial leadership
 - Entrepreneurial strategy
 - Entrepreneurial cognition
 - Entrepreneurial paradoxes

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