



University of Pretoria Yearbook 2017

Corporate venturing 780 (KBE 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BComHons Business Management
Prerequisites	Only for BComHons (Business Management) students, OBS 320 or equivalent
Contact time	1 lecture per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

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