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# University of Pretoria Yearbook 2017

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## PGDip Entrepreneurship (07220033)

**Duration of study** 1 year

**Total credits** 120

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### Programme information

The duration of the programme is 12 months. The programme is presented by means of contact sessions. During each semester, there will be six contact sessions of two days each. Attendance of these contact sessions is compulsory.

### Admission requirements

A relevant bachelor's degree and/or appropriate prior learning.

### Additional requirements

The Head of Department may recognise modules completed in respect of an uncompleted MPhil degree in Entrepreneurship in partial or full fulfilment of this Postgraduate Diploma.

1. The Dean has the right of authorisation regarding matters not provided for in the General Regulations or Faculty Regulations.
2. Only selected candidates will be allowed to register for a Postgraduate Diploma.
3. The Department concerned reserves the right not to present a programme during a specific period or to limit the number of candidates admitted.
4. The presentation of the programme is subject to the admission of a minimum number of candidates.

### Examinations and pass requirements

A semester mark of 40% is required to write examination. The semester mark will be made up of assignments, written tests and a research colloquium mark.

Candidates are finally evaluated during the periods of May to June and October to November for the first and second semesters respectively. The examinations will take the form of written evaluations.

An examination paper is written in each of the six modules and a minimum of 50% should be obtained in each of the six modules. A subminimum of 40% in each module is required.

There are no supplementary examinations in this programme.

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of a department determines, in consultation with the

Dean

- when the examinations for the Postgraduate Diploma in his/her department will take place, provided that:
  - i. examinations for the Postgraduate Diploma which do not take place before the end of the academic year, must take place no later than 18 January of the following year, and all examination results must be submitted to the Student Administration by 25 January; and
  - ii. examinations for the Postgraduate Diploma which do not take place before the end of the first semester, may take place no later than 15 July, and all examination results must be submitted to the Student Administration on or before 18 July.
- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations; **NB:** For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his department. **NB:** Full details are published in each department's postgraduate information brochure, which is available from the head of department concerned. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which are available from the head of department concerned.



## Curriculum: Final year

Minimum credits: 120

### Core modules

#### Introduction to entrepreneurship 702 (ENP 702)

<b>Module credits</b>	20.00
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 1

##### Module content

- The need for entrepreneurship
- Characteristics and traits of entrepreneurs
- Impetus for entrepreneurship
- Difference between small and entrepreneurial ventures
- The entrepreneurial process
- Ideas vs Opportunities
- The Window of Opportunity
- Market research and target markets
- The Business Plan

#### Creativity and innovation 703 (ENP 703)

<b>Module credits</b>	20.00
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 1

##### Module content

- The theorem surrounding creativity, innovation and opportunity finding
- The techniques to facilitate and enhance creative thinking
- A full understanding of business innovation in an entrepreneurial context

#### Business plan 700 (ENP 700)

<b>Module credits</b>	20.00
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 2



## Module content

Idea Generation and Business Start-up

- The Business Plan – preparation, evaluation
- The financial aspects as part of the business plan

Break-even analysis

Financial statements

Budget

- What potential financiers look for in business plan

Business partners

Venture capitalists

Commercial banks

## Small business management 701 (ENP 701)

**Module credits** 20.00

**Language of tuition** Module is presented in English

**Academic organisation** Business Management

**Period of presentation** Semester 2

### Module content

- Business management principles
- Difference between entrepreneurial ventures and small business
- Understanding small business
- Managing the small business
- Managing the micro business
- Managing the family business
- Marketing and supply chain
- Social responsibility, networking and legal aspects
- Black economic empowerment
- Financial management

## Entrepreneurship policy 704 (ENP 704)

**Module credits** 20.00

**Language of tuition** Module is presented in English

**Academic organisation** Business Management

**Period of presentation** Semester 1



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## Module content

- Definitions
- Entrepreneurship policy vs SMME policy
- Models for entrepreneurship development and enabling of MME's
- History of SMME development in SA up to the National Small Business Act 1996.
- The National Small Business Act and amendments
- The role of SEDA, Khula and the LBSC's.
- Financial institutions and SMME's
- Other role players : SMME desks, development corporations, NGO's, development agencies, universities and technikons
- Business development services
- The informal sector

## Research methodology 726 (NME 726)

**Module credits** 20.00

**Language of tuition** Module is presented in English

**Academic organisation** EMS Dean's Office

**Period of presentation** Semester 1

## Module content

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

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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.