



# Universiteit van Pretoria Jaarboek 2018

## Entrepreneuriese beginproses 822 (ENP 822)

<b>Kwalifikasie</b>	Nagraads
<b>Fakulteit</b>	<a href="#">Fakulteit Ekonomiese en Bestuurswetenskappe</a>
<b>Modulekrediete</b>	50.00
<b>Programme</b>	<a href="#">MPhil Entrepreneurskap (Gedoseer)</a>
<b>Voorvereistes</b>	Geen voorvereistes.
<b>Onderrigtaal</b>	Module word in Engels aangebied
<b>Departement</b>	Ondernemingsbestuur
<b>Aanbiedingstydperk</b>	Jaar

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

Creative problem-solving and identification of opportunities: ideation and design thinking. Translation of ideation, design thinking and prototyping towards the process of innovation. Determining of viability and feasibility of opportunities generated through the process of concept development and evaluation. Entrepreneurial marketing and sales (an access to markets approach). Emphasis on E-marketing (how to effectively make use of social media marketing). Development of business modelling, taking ideation to market. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development. The business planning process will be developed with an intensive focus on primary market research. The business plan, preparation and evaluation. Business plan for different stages of the business cycle

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.