

University of Pretoria Yearbook 2020

Entrepreneurship 786 (GIC 786)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	10.00
Programmes	PGDip Business Administration - Full-time PGDip Business Administration - Part-time
Prerequisites	No prerequisites.
Contact time	24 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module will introduce the students to the world of entrepreneurship and its embedded process. It will contribute to the role entrepreneurs play in the socio-economic environment and likewise address certain applications of the field. The intention of this module is to explore the phenomenon broadly referred to as entrepreneurship; to make it easily understood as a business concept, readily accessible as a career option and practically applicable as a style of management within the realm of the entrepreneurial mind-set.

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