



# University of Pretoria Yearbook 2020

## New ventures and entrepreneurship 801 (IOE 801)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Module credits</b>	10.00
<b>Programmes</b>	MEng Engineering Management (Coursework) MEng Project Management (Coursework) MEng Technology and Innovation Management (Coursework) MSc Engineering Management (Coursework) MSc Project Management (Coursework) MSc Technology and Innovation Management (Coursework)
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	20 contact hours per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Engineering and Technology Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module aims to provide a wider understanding of the concepts and importance of entrepreneurship and the requirements and processes in commercialising technology-based ventures.

The themes include methodology in screening opportunities and understanding the commercialisation process; compiling technology entrepreneurship strategies; product development process and business model development; understanding and protecting intellectual property; funding options for entrepreneurial ventures, and understanding the scope and content of a business plan.

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