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# University of Pretoria Yearbook 2022

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## Entrepreneurship 223 (OBS 223)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	OBS 213 GS. Only available to BCom (Entrepreneurship) students
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 2

### Module content

\*Only for BCom (Entrepreneurship) students

Feasibility and business modelling, taking ideation to market. Market research and feasibility. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development.

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