

University of Pretoria Yearbook 2016

Introduction to entrepreneurship 821 (ENP 821)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	Postgraduate Diploma Digital Innovation Postgraduate Diploma Option: Entrepreneurship
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Business Management
Period of presentation	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

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