

University of Pretoria Yearbook 2016

Entrepreneurship 852 (GIB 852)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	5.00
Programmes	MBA Full-time MBA Modular MBA Part-time
Contact time	12 contact hours per 3 week cycle
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 2

Module content

This course is based on the premise that everyone has the capacity to succeed in an entrepreneurial setting, although some people may have a greater propensity to succeed than others. The intention of this course is to demystify 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. The course provides a broad perspective on entrepreneurship and its strategic importance and social relevance. It also provides an understanding of and approach to managing the issues involved in pursuing an entrepreneurial career path. It integrates different aspects of the MBA in developing a business plan for a potential entrepreneurial idea, and thus provides a practical application of concepts dealt with in other MBA courses.

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