

Universiteit van Pretoria Jaarboek 2016

Entrepreneurship 1: Process, creativity and innovation 810 (GIE 810)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	9.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	24 kontakure per semester
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

In this course students will be introduced to the process that an entrepreneur engages in when launching a new business venture. In examining this process students will examine what other local and global entrepreneurs have done in establishing their business so as to learn from the success and failure of others and to begin to map out a path for themselves. Students will also be required to examine their own strengths, weaknesses and personal preferences so as to develop a high level of self-awareness that will enable them to critically consider whether they truly wish to embark on an entrepreneurial journey and so that they can begin to create an entrepreneurial development plan. The aim of the course is to provide students with an appreciation of how an entrepreneur needs to integrate different skills, disciplines and perspectives in identifying an opportunity for a new business and acting on that opportunity to launch and grow the venture. The course will introduce students to various frameworks for new venture creation so that they can understand and appreciate how the other MBA courses will contribute to their development as an entrepreneur. Students will be introduced to the principles of creativity and to frameworks for understanding how innovation creates value and competitive advantage in a business context.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.