

Universiteit van Pretoria Jaarboek 2016

Entrepreneurship 2: Creativity and innovation 815 (GIE 815)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	9.00
Voorvereistes	Geen voorvereistes.
Onderrigtaal	Engels
Akademieorganisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 2

Module-inhoud

In this course 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. Students will also examine how innovation has allowed new entrants to out-compete established market players and how startup entrepreneurs have certain advantages and disadvantages in terms of bringing innovative new products, services and business models to the market. Students will be required to carefully consider how they can leverage innovation to ensure that the business they intend to launch is competitive and sustainable. Students will also be required to apply the principles of creativity in coming up with and exploring new products, services or business models that could be translated into new business opportunities. They will become familiar with different models and methods for enhancing and maximising creativity and they will be required to apply these methods and models in the development and progression of their own business ideas.

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 vertroud 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.