

University of Pretoria Yearbook 2017

Introduction to entrepreneurship 702 (ENP 702)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 20.00

Programmes [PGDip Digital Innovation](#)

[PGDip Entrepreneurship](#)

Language of tuition Module is presented in 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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