

University of Pretoria Yearbook 2017

Creativity and innovation 703 (ENP 703)

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 theorem surrounding creativity, innovation and opportunity finding
- The techniques to facilitate and enhance creative thinking
- A full understanding of business innovation in an entrepreneurial context

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