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# University of Pretoria Yearbook 2017

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## Introduction to entrepreneurship 821 (ENP 821)

**Qualification** Postgraduate

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

**Module credits** 20.00

**Prerequisites** No prerequisites.

**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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