

University of Pretoria Yearbook 2017

Entrepreneurship 786 (GIC 786)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	10.00
Programmes	PGDip Business Administration
Prerequisites	No prerequisites.
Contact time	24 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This module will introduce the students to the world of entrepreneurship and its embedded process. It will contribute to the role entrepreneurs play in the socio-economic environment and likewise address certain applications of the field. The intention of this module is to explore the phenomenon broadly referred to as entrepreneurship; to make it easily understood as a business concept, readily accessible as a career option and practically applicable as a style of management within the realm of the entrepreneurial mind-set.

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