

University of Pretoria Yearbook 2017

Entrepreneurship 1: Process, creativity and innovation 861 (GIE 861)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
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

In this module students will be introduced to the process that an entrepreneur engages in when launching a new business venture. In examining this process students will examine what other local and global entrepreneurs have done in establishing their business so as to learn from the success and failure of others and to begin to map out a path for themselves. Students will also be required to examine their own strengths, weaknesses and personal preferences so as to develop a high level of self-awareness that will enable them to critically consider whether they truly wish to embark on an entrepreneurial journey and so that they can begin to create an entrepreneurial development plan. The aim of the module is to provide students with an appreciation of how an entrepreneur needs to integrate different skills, disciplines and perspectives in identifying an opportunity for a new business and acting on that opportunity to launch and grow the venture. The module will introduce students to various frameworks for new venture creation so that they can understand and appreciate how the other MBA modules will contribute to their development as entrepreneurs. 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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.