

University of Pretoria Yearbook 2017

Entrepreneurship 2: Business plan development 863 (GIE 863)

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

Module content

In this module students will integrate the learning from all the other modules in the development of a business plan. The module will introduce them to the purpose and the structure of a business plan and aid them in developing a compelling and coherent business plan for their new business venture. The marketing plan is an important part of the final business plan and as such students are provided with the opportunity and the tools to practically apply marketing principles and practices in the development of a marketing plan for their business idea. In the process of developing their business plan they will be required to pitch their business idea to the class. The class and the lecturer will provide them with feedback that should assist in the further development and refinement of the plan. Students will closely examine all the different components of a business plan so as to fully understand what purpose each component serves, how it should be written and developed, and how each component relates to the other components of the plan. At the end of the module, the students will be required to present their business plan to a panel made up of investors, business people, consultants and academics. This will serve as a first round business plan presentation, the final presentation taking place immediately prior to graduation, after the integrative research report and the electives have been completed.

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