

# University of Pretoria Yearbook 2017

## Corporate venturing 780 (KBE 780)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	16.00
<b>Programmes</b>	<a href="#">BComHons Business Management</a>
<b>Prerequisites</b>	Only for BComHons (Business Management) students, OBS 320 or equivalent
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

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