

# University of Pretoria Yearbook 2017

## Entrepreneurship 223 (OBS 223)

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| <b>Qualification</b>          | Undergraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a>    |
| <b>Module credits</b>         | 16.00  |
| <b>Programmes</b>             | <a href="#">BCom Entrepreneurship</a>                          |
| <b>Prerequisites</b>          | OBS 213 GS. Only available to BCom (Entrepreneurship) students |
| <b>Contact time</b>           | 3 lectures per week  |
| <b>Language of tuition</b>    | Afrikaans and English is used in one class                     |
| <b>Academic organisation</b>  | Business Management  |
| <b>Period of presentation</b> | Semester 2   |

### Module content

\*Only for BCom (Entrepreneurship) students

Feasibility and business modelling, taking ideation to market. Market research and feasibility. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development.

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