



University of Pretoria Yearbook 2017

Entrepreneurship 213 (OBS 213)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BCom Entrepreneurship
Prerequisites	OBS 114 or 124 with admission to the examination in the other. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

*Only for BCom (Entrepreneurship) students

Creativity, innovation and identification of opportunities: the role of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking.

Creative problem-solving and identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas, ideation and design thinking.

Reinforcement of personal attributes: personal attributes and actions to facilitate creativity; enhancement of intuitive abilities. Translation of ideation, design thinking and prototyping towards the process of innovation.

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