

University of Pretoria Yearbook 2018

Introduction to entrepreneurship 702 (ENP 702)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | PGDip Entrepreneurship |
| Prerequisites | No prerequisites. |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 |

Module content

- The need for entrepreneurship
- Characteristics and traits of entrepreneurs
- Impetus for entrepreneurship
- Difference between small and entrepreneurial ventures
- The entrepreneurial process
- Ideas vs Opportunities
- The Window of Opportunity
- Market research and target markets
- The Business Plan

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