

University of Pretoria Yearbook 2019

Creativity and innovation 703 (ENP 703)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	30.00
Programmes	PGDip Entrepreneurship
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

Understand and implement the theory of creativity and innovation. Ideation and design thinking towards refining a business idea for the African market environment. Engage in understating the process of innovation and innovation management.

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