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# University of Pretoria Yearbook 2019

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## Introduction to entrepreneurship 821 (ENP 821)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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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