



University of Pretoria Yearbook 2019

Corporate venturing 780 (KBE 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Prerequisites	Only for BComHons (Business Management) students, OBS 320 or equivalent
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

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