

University of Pretoria Yearbook 2019

Business creation 212 (OBS 212)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BCom Business Management
Prerequisites	OBS 213
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Creating a new product, service or process to market. Comprehensive prototype feasibility and business modelling. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development. Translation of business models into bankable business plans.

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