

University of Pretoria Yearbook 2019

Entrepreneurship 223 (OBS 223)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 16.00

Prerequisites OBS 213 GS. Only available to BCom (Entrepreneurship) students

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 2

Module content

*Only for BCom (Entrepreneurship) students

Feasibility and business modelling, taking ideation to market. Market research and feasibility. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development.

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