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# University of Pretoria Yearbook 2019

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## Business creation 212 (OBS 212)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	10.00
<b>Programmes</b>	<a href="#">BCom Business Management</a>
<b>Prerequisites</b>	OBS 213
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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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