



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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