

University of Pretoria Yearbook 2020

Introduction to entrepreneurship 821 (ENP 821)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

- The need for entrepreneurship
- Characteristics and traits of entrepreneurs
- Impetus for entrepreneurship
- Difference between small and entrepreneurial ventures
- The entrepreneurial process
- Ideas vs Opportunities
- The Window of Opportunity
- Market research and target markets
- The Business Plan

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