

University of Pretoria Yearbook 2020

Creativity and innovation 823 (ENP 823)

Qualification Postgraduate

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 theorem surrounding creativity, innovation and opportunity finding

- The techniques to facilitate and enhance creative thinking
- A full understanding of business innovation in an entrepreneurial context

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