

University of Pretoria Yearbook 2020

Business development services 841 (ENP 841)

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

- Business advice, counselling and mentoring defined
- Best practices. What is required from counsellors and mentors
- Counselling - concepts and methods
- Entrepreneurship education and training. Training needs analysis
- Mentoring - concepts and methods
- Adult learning techniques
- Networking and alliances
- The role of business incubators
- Business incubators in SA

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