
University of Pretoria Yearbook 2020

Corporate entrepreneurship and innovation 857 (GID 857)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This elective module is ideally suited for MBA students who wish to gain insight and understanding into the application of entrepreneurial principles, attitudes, behaviours and actions within a corporate setting. Corporate entrepreneurship (or intra-preneurship) lends itself to an experiential learning style and with this in mind the elective will take on a philosophy of discovery and experimentation. Through activity, case study, action learning, and experiential assessment, this elective will help students develop a deep understanding of corporate venturing.

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