

University of Pretoria Yearbook 2020

New venture creation 876 (GIL 876)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
Prerequisites	No prerequisites.
Contact time	21 contact hours per 3 week-cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

This elective is for students have a strong desire to launch their own high-growth innovation driven venture, and seek to develop their attitude, skills and knowledge regarding the process and practice and entrepreneurship. The course guides students through the process of ideating, conceptualising and pitching a start-up venture. The course makes extensive use of The Lean Start-up, the Business Model Canvas, Disciplined Entrepreneurship, and other contemporary models and theories that have been shown to be associated with successful start-up ventures.

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