



University of Pretoria Yearbook 2020

New ventures and entrepreneurship 801 (IOE 801)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	10.00
Programmes	MEng Engineering Management (Coursework) MEng Project Management (Coursework) MEng Technology and Innovation Management (Coursework) MSc Engineering Management (Coursework) MSc Project Management (Coursework) MSc Technology and Innovation Management (Coursework)
Prerequisites	No prerequisites.
Contact time	20 contact hours per semester
Language of tuition	Module is presented in English
Department	Engineering and Technology Management
Period of presentation	Semester 1 or Semester 2

Module content

This module aims to provide a wider understanding of the concepts and importance of entrepreneurship and the requirements and processes in commercialising technology-based ventures.

The themes include methodology in screening opportunities and understanding the commercialisation process; compiling technology entrepreneurship strategies; product development process and business model development; understanding and protecting intellectual property; funding options for entrepreneurial ventures, and understanding the scope and content of a business plan.

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