

# University of Pretoria Yearbook 2020

## Corporate venturing 780 (KBE 780)

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| <b>Qualification</b>          | Postgraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a>             |
| <b>Module credits</b>         | 16.00   |
| <b>Prerequisites</b>          | Only for BComHons (Business Management) students, OBS 320 or equivalent |
| <b>Contact time</b>           | 1 lecture per week  |
| <b>Language of tuition</b>    | Module is presented in English  |
| <b>Department</b>             | Business Management   |
| <b>Period of presentation</b> | Semester 1 or Semester 2  |

### Module content

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

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