

# University of Pretoria Yearbook 2020

## Entrepreneurship 213 (OBS 213)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	16.00
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other. Only available to BCom (Entrepreneurship) students
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

\*Only for BCom (Entrepreneurship) students

Creativity, innovation and identification of opportunities: the role of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking.

Creative problem-solving and identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas, ideation and design thinking.

Reinforcement of personal attributes: personal attributes and actions to facilitate creativity; enhancement of intuitive abilities. Translation of ideation, design thinking and prototyping towards the process of innovation.

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