

University of Pretoria Yearbook 2021

Creativity and innovation 703 (ENP 703)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 30.00

NQF Level 08

Programmes [PGDip Entrepreneurship](#)

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 1

Module content

Understand and implement the theory of creativity and innovation. Ideation and design thinking towards refining a business idea for the African market environment. Engage in understating the process of innovation and innovation management.

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