

University of Pretoria Yearbook 2021

Introduction to entrepreneurship 821 (ENP 821)

Qualification Postgraduate

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

Module credits 20.00

NQF Level 09

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 1

Module content

- The need for entrepreneurship
- Characteristics and traits of entrepreneurs
- Impetus for entrepreneurship
- Difference between small and entrepreneurial ventures
- The entrepreneurial process
- Ideas vs Opportunities
- The Window of Opportunity
- Market research and target markets
- The Business Plan

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