



# University of Pretoria Yearbook 2021

## New ventures and entrepreneurship 801 (IOE 801)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	10.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MEng Engineering Management (Coursework)</a> <a href="#">MEng Project Management (Coursework)</a> <a href="#">MEng Technology and Innovation Management (Coursework)</a> <a href="#">MSc Engineering Management (Coursework)</a> <a href="#">MSc Project Management (Coursework)</a> <a href="#">MSc Technology and Innovation Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	20 contact hours per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Engineering and Technology Management
<b>Period of presentation</b>	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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.