

University of Pretoria Yearbook 2021

Business creation 212 (OBS 212)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 10.00 |
| NQF Level | 06 |
| Programmes | BCom Business Management BIT Information Systems |
| Prerequisites | OBS 213 |
| Contact time | 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 2 |

Module content

Creating a new product, service or process to market. Comprehensive prototype feasibility and business modelling. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development. Translation of business models into bankable business plans.

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