

# University of Pretoria Yearbook 2021

## Entrepreneurship 223 (OBS 223)

**Qualification** Undergraduate

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

**Module credits** 16.00

**NQF Level** 06

**Prerequisites** OBS 213 GS. Only available to BCom (Entrepreneurship) students

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Business Management

**Period of presentation** Semester 2

### Module content

\*Only for BCom (Entrepreneurship) students

Feasibility and business modelling, taking ideation to market. Market research and feasibility. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development.

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