

# University of Pretoria Yearbook 2022

## 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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