

University of Pretoria Yearbook 2022

Business development services 841 (ENP 841)

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

- Business advice, counselling and mentoring defined
- Best practices. What is required from counsellors and mentors
- Counselling - concepts and methods
- Entrepreneurship education and training. Training needs analysis
- Mentoring - concepts and methods
- Adult learning techniques
- Networking and alliances
- The role of business incubators
- Business incubators in SA

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