

University of Pretoria Yearbook 2022

Strategic entrepreneurship 313 (GAD 313)

Qualification	Undergraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
NQF Level	07
Programmes	AdvDip (General management)
Prerequisites	No prerequisites.
Contact time	14 contact hours
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 and Semester 2

Module content

The course is based on the premise that everyone has the capacity to succeed in an entrepreneurial setting, although some people may have a greater propensity to succeed than others. The intention of this course is to develop entrepreneurial skills relating to opportunity identification and evaluation, resource gathering (with a particular focus on financial and human resources) and opportunity exploitation. The course considers these skills from the perspective of entrepreneurship in start-up and established organisations.

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