

University of Pretoria Yearbook 2022

Integrated business simulation 852 (GIB 852)

Qualification Postgraduate

Faculty [Gordon Institute of Business Science](#)

Module credits 5.00

NQF Level 09

Programmes [MBA Full-time](#)

[MBA Modular](#)

[MBA Part-time](#)

Contact time 12 contact hours per 3 week cycle

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 2

Module content

This 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 demystify the phenomenon broadly referred to as entrepreneurship; to make it easily understood as a business concept, readily accessible as a career option and practically applicable as a style of management. The course provides a broad perspective on entrepreneurship and its strategic importance and social relevance. It also provides an understanding of and approach to managing the issues involved in pursuing an entrepreneurial career path. It integrates different aspects of the MBA in developing a business plan for a potential entrepreneurial idea, and thus provides a practical application of concepts dealt with in other MBA courses.

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