

University of Pretoria Yearbook 2022

Entrepreneurial marketing 874 (GIJ 874)

Qualification Postgraduate

Faculty [Gordon Institute of Business Science](#)

Module credits 6.00

NQF Level 09

Programmes [MPhil with specialisation in Change Leadership](#)

[MPhil with specialisation in Leading in New Economies](#)

[MBA Full-time](#)

[MBA Modular](#)

[MBA Part-time](#)

[MPhil \(Corporate Strategy\) \(Coursework\)](#)

[MPhil \(International Business\) \(Coursework\)](#)

Prerequisites No prerequisite.

Contact time 21 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

In this elective, you will be exposed to the latest theory and models based on Entrepreneurship. On completion of this module, you will be able to analyse, evaluate and offer solutions to local or global businesses from an entrepreneurship perspective. The focus will change year on year depending on what the current trends are and students are advised to consult the elective manual each year for further guidance.

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