

University of Pretoria Yearbook 2022

Tech entrepreneurship 882 (GIL 882)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Prerequisites	No prerequisites.
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

This elective is focused solely on the phenomenon of technology-based entrepreneurship. The course tracks the development of tech businesses and business models from Apple to Zappos. The course will explore how technology has disrupted industry incumbents, and how it continues to challenge businesses to innovate. The course will provide students with models from which their own tech-driven businesses can be developed.

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