

University of Pretoria Yearbook 2022

Corporate venturing 780 (KBE 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
NQF Level	08
Prerequisites	Only for BComHons (Business Management) students, OBS 320 or equivalent
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.