



University of Pretoria Yearbook 2022

Entrepreneurship 213 (OBS 213)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 16.00 |
| NQF Level | 06 |
| Prerequisites | OBS 114 or 124 with admission to the examination in the other. Only available to BCom (Entrepreneurship) students |
| Contact time | 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 |

Module content

*Only for BCom (Entrepreneurship) students

Creativity, innovation and identification of opportunities: the role of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking.

Creative problem-solving and identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas, ideation and design thinking.

Reinforcement of personal attributes: personal attributes and actions to facilitate creativity; enhancement of intuitive abilities. Translation of ideation, design thinking and prototyping towards the process of innovation.

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