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# University of Pretoria Yearbook 2016

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## Introduction to entrepreneurship 821 (ENP 821)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">Postgraduate Diploma Digital Innovation</a> <a href="#">Postgraduate Diploma Option: Entrepreneurship</a>
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

- The need for entrepreneurship • Characteristics and traits of entrepreneurs • Impetus for entrepreneurship • Difference between small and entrepreneurial ventures • The entrepreneurial process • Ideas vs Opportunities • The Window of Opportunity • Market research and target markets • The Business Plan

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