



University of Pretoria Yearbook 2018

Small business management 701 (ENP 701)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	PGDip Entrepreneurship
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

- Business management principles
- Difference between entrepreneurial ventures and small business
- Understanding small business
- Managing the small business
- Managing the micro business
- Managing the family business
- Marketing and supply chain
- Social responsibility, networking and legal aspects
- Black economic empowerment
- Financial management

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