



Undergraduate programmes

Syllabus

Entrepreneurship

Module Code: ENT001
Credits: 20
IMM GSM: Year Level: 2/3
NQF Level: 7
Nature: Elective
Status: Undergraduate

Module Specific Outcome/s

Understand entrepreneurship as a continuous process in managing a small business organisation.
 Understand the concept of entrepreneurship and its relation to small business management.
 Identify and discuss the various entrepreneurial opportunities.
 Develop and implement a business plan and understand the related sub-components and sub-plans.
 Identify and analyse critical issues to consider in managing a small business organisation.
 Discuss financial management and considerations in managing and entrepreneurial small business.

Description of Units

Units	Description	Learning outcomes
1	Entrepreneurial opportunities	Define entrepreneurship and analyse the definition and different types of entrepreneurship. Reason the value of entrepreneurship and its success. Describe the various types of entrepreneurs. Describe and classify small business in the South African context. Define a family business and discuss it as an entrepreneurial opportunity. Define franchising and discuss it as an entrepreneurial opportunity. Define start-up and buyout business opportunities and discuss each as entrepreneurial opportunities. Describe and assess the various strategies to establish competitive advantage. Describe and evaluate social and ethical issues reflecting on managing a small business.
2	Developing new venture business opportunities	Identify and explain the components of a business plan and construct and assemble a business plan for an organisation in the marketing industry. Identify, discuss and reason the various plans that form the components of a business plan. Identify, describe and analyse the relevant aspects that must be included and considered in the various sub-plans of the business plan, including the marketing plan, financial plan, operations plan, people and management plan and other associated elements. Name and discuss the elements of the business plan. Apply the business plan in relation to a marketing business. Investigate the various sub-plans within a formal business plan.
3	Managing growth in a small business organisation	Name and discuss the factors and management tasks to be considered when managing and leading a fast-growing organisation. Discuss and create the processes and considerations in managing human resources in a small business. Identify and discuss operations management and its related processes and activities such as inventory management and purchasing, required in an entrepreneurial venture. Discuss and assess total quality management and risk in small business operational processes. Discuss and assess risk management in small businesses and entrepreneurial ventures. Explain, calculate and interpret the financial fundamentals in terms of asset management, risk and insurance and the related strategies.