



ONLINE

# Technological Entrepreneurship and Innovation

Presented by the Department of Engineering and Technology  
Management, University of Pretoria

ECSA CPD Points | SACNASP CPD Points

29 June - 27 November 2020

Technical solutions can overcome various problems confronting the world, however new business leaders need to emerge by identifying these potential opportunities that can lead to sustainable enterprises with more employment opportunities. The short course in **Technological Entrepreneurship and Innovation** highlights the role of technology innovation and strategy in entrepreneurship, the development of business models and plans, lean start-up principles, legal aspects and venture leadership. Entrepreneurship is an intellectual discipline with its own systematic methods and techniques that can be learned and mastered through professional practice and hard work. This short course will equip you with the fundamentals of technological entrepreneurship that can be applied in new ventures or your existing career.

## Course content

- Introduction to Technology and Entrepreneurship
- Opportunities and the Business Model
- Competitive and Innovation Strategy
- Seeking Funding: Business Plans, Pitching and Deal Negotiation
- Financing Sources for New Ventures
- Legal Aspects and Management

## Learning outcomes

After successfully completing this course, you will be able to

- apply entrepreneurship and innovation principles to your current working context
- identify opportunities to create value and develop corresponding business models
- develop a competitive and innovation strategy for an existing or new firm
- develop business plans and pitches to exploit opportunities as an entrepreneur or intrapreneur
- understand the different sources and stages of funding, and know when to seek which type of sources of funding
- incorporate relevant legal aspects and intellectual property protection into a new or existing firm, and
- understand the importance and approach to management and leadership in the entrepreneurial and intrapreneurial context.

## Who should enrol?

This course is ideal if you are an aspiring entrepreneur or intrapreneur, who would like to improve your knowledge base in terms of entrepreneurship, technology and innovation principles.

## Course fees

**R7 500.00 (VAT incl.) per delegate**

Course fees include all course material and refreshments.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

## Admission requirements

Prospective delegates should at least have Grade 12/Matric.

## Accreditation and certification

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## Registration and enrolments

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### Course Leader

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