

Online Technological Entrepreneurship and Innovation

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

2 ECSA CPD Points | 2 SACNASP CPD Points

Brief description

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

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 dates

Virtual/Live Sessions:
15 Apr '24 - 16 Apr '24



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 context.

Shifting knowledge to insight



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Programme fees

Virtual/Live Sessions:

R8 945.55 per delegate (VAT incl.)

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

Entry Requirements:

The Prospective delegates should at least have a three-year qualification and/or work experience.

Accreditation and certification

Enterprises University of Pretoria (Pty) Ltd is wholly owned by the University of Pretoria. As a public higher education institution, the University of Pretoria functions in accordance to the Higher Education Act 101 of 1997. Enterprises University of Pretoria offers short courses on behalf of the University and these short courses are not credit-bearing, and do not lead to formal qualifications on the National Qualifications Framework (NQF) – unless stated otherwise. Delegates who successfully complete a short course and comply with the related assessment criteria (where applicable) are awarded certificates of successful completion and/or attendance by the University of Pretoria.



Registration and enquiries

Client Information Centre

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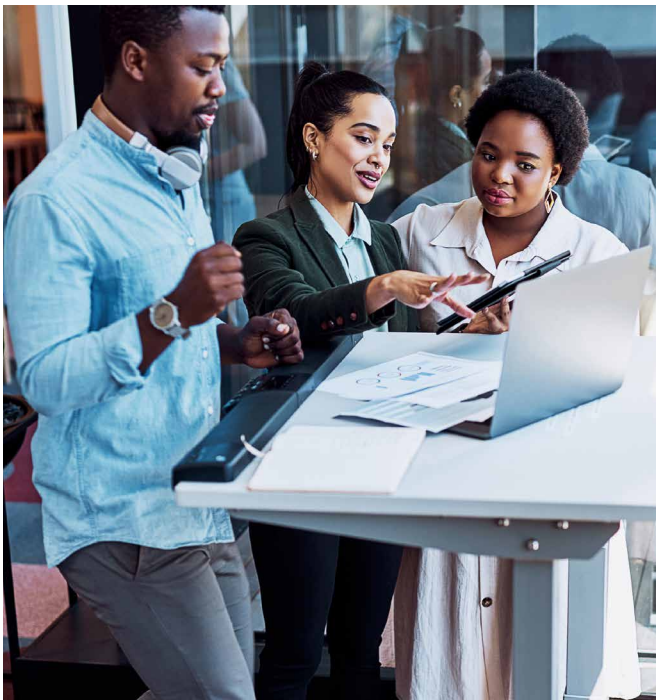
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Course Leader

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