

Module: Entrepreneurship 181

Module name:	Entrepreneurship 181
Code:	ENT181
NQF level:	5
Type:	Elective – Bachelor of Computing (all streams)
Contact Time:	30 hours
Structured time:	6 hours
Self-directed time:	34 hours
Notional hours:	70 hours
Credits:	7
Prerequisites:	None

Purpose

The purpose of the subject is to develop skilled people that can be successful in business through developing a creative business mind, including those who have the capabilities of identifying a need in the society.

Outcomes

Upon successful completion of this module, the student will be able to:

- Demonstrate an informed understanding of the core areas of entrepreneurship and an informed understanding of the key terms, rules, concepts, established principles and theories in the field of entrepreneurship.
- To select and apply standard methods, procedures and techniques when selecting a new business venture and to plan and manage an implementation process within the boundaries of establishing a new business.
- Identify and evaluate business ventures in terms of problems to be solved and to apply solutions based upon sound economic principles.
- Take account of and act in accordance with prescribed organisational and professional policies regarding the business environment and the inherent ethical issues of the business world.
- Demonstrate the ability to operate in a range of contexts and demonstrate an understanding of the different kinds of systems that make up a business with a focus on the technical, structural and financial systems of an enterprise.

Assessment

- Continuous evaluation of theoretical work through written assignments, a formative, and a summative test.
- Final assessment through a written examination.

Teaching and Learning

Learning materials

Prescribed Book

Entrepreneurship - IT without frontiers.

Additional Material

- 📖 Neck, M., Neck, C., Murray, E. (2017). *Entrepreneurship: The Practice and Mindset*. SAGE Publications. [ISBN: 9781483383521]
- 📖 Bamford, C., Bruton, G. (2015). *Entrepreneurship: The Art, Science and Process for Success*. McGraw-Hill Higher Education. [ISBN: 9780078023187]

Learning activities

The teaching approach combines various pedagogical methodologies in the form of discussions, role-play, real-world examples and more. Concepts that are learned, and their practical application in the business environment are compared and contrasted with student experience and input. There are two compulsory assignments that also inform the class discussions.

Notional learning hours

Activity	Units	Contact Time	Structured Time	Self-Directed Time
Lecture		27.0		13.0
Formative feedback		3.0		
Project				
Assignment	2			6.0
Test	2		4.0	8.0
Exam	1		2.0	7.0
		30.0	6.0	34.0

Syllabus

- Entrepreneurial skills and characteristics
- Identifying small business ideas
- The environment of a business venture.
- Marketing feasibility – Industry types, warranties, market analysis, and advertising
- Technical feasibility – production, distribution, human resources
- Financial feasibility – pricing, financial resources
- The break-even analysis
- Budgeting – different budget types
- Organisational structure – company types, capacity, production, and purchasing