

WM8006 eCommerce and Entrepreneurship



Course Aim Students will learn the key concepts, principles, methods and be involved in building a successful Web startup, involving analysis and minimization of associated risk

Short Title Entrepreneurship
Faculty EDICT
Credits 15
Pre-requisites WM6009 (WMB5009)
Co-requisites NA
Anti-requisites NA

Version 3
Effective From September 1, 2016
Indicative NQF Level 8
Student Contact hrs 60
Self-directed hrs 90
Other directed hrs
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Develop a concept plan for an entrepreneurial idea in web media
- 2 Create a start-up structure (ontology) around the web media discipline
- 3 Develop risk minimisation strategies for a web start-up

NQF Sub-strand
Practical
Application of knowledge
Generic, Problem Solving and Analytical Skills
Theoretical Understanding