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entrepreneurship. Describe the roles of entrepreneurship in society. Understand the major issues involved in choosing strategies for small firms and the role of international management in entrepreneurship.

ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT | Van Schaik

Apply planning techniques to entrepreneurship, and the management of new ventures. Explain which of the various entry strategies that should be utilize in developing new ventures based on the conditions extant in the marketplace. Create a Business Plan that demonstrates the use of strategic management principles in the business development process.

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Entrepreneurship and New Venture Development. Course Code: BUSN 3253. ... HR management; and leadership. The main emphasis will be on new venture development and management. Course Content. Entrepreneurial Product-Market Strategies Feasibility identifying new idea sources; evaluation of ideas ... identify the importance and principles of ...

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Entrepreneurship and New Venture Management - Isa van ...

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