

## H06BE: Business Entrepreneurship

Module Code:	H06BE
Long Title	Business Entrepreneurship <b>APPROVED</b>
Title	Business Entrepreneurship
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	RON ELLIOTT
Module Author:	RON ELLIOTT
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Describe the role of strategic management in entrepreneurial firms.
LO2	Discuss the principles of developing business plans for new businesses.
LO3	Identify the different operational challenges facing entrepreneurs and the strategies that can be employed to overcome these obstacles.
LO4	Recognise entrepreneurial opportunities using the recommended methods.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

# H06BE: Business Entrepreneurship

Module Content & Assessment			
Indicative Content			
<b>The entrepreneurial firms impact</b> • Emerging trends • Trends in research and education • Internet and e-commerce • The evolution of entrepreneurship • The myths of entrepreneurship • The corridor principle.			
<b>Commercialisation</b> • The Commercialisation Process • Intellectual Property • Invention Disclosure • Licencing opportunities • Debt v Equity • Funding – Criteria for evaluation			
<b>Corporate entrepreneurship</b> • Defining the concept. • The need. • Obstacles in corporate venturing. • Reengineering corporate thinking. • Innovative philosophy. • The interactive model of corporate entrepreneurship.			
<b>Individual perspective</b> • Who are entrepreneurs • Sources of research • The dark side of entrepreneurship • Entrepreneurial stress			
<b>Entrepreneurial motivation</b> • Innovation • Creativity • Idea stoppers • Developing creativity • Sources of innovation			
<b>Ethical and social responsibility</b> • Managerial ethics. • Main themes of ethics. • Social responsibility.			
<b>The business plan</b> • What is a business plan? • Benefits of a business plan • Developing a business plan • Elements of a business plan • The feasibility study • Pitfalls			
<b>Evaluation of entrepreneurial opportunities</b> • Critical factors • External problems • Internal problems			
<b>Legal structures of business</b> • Self-employed • Partnerships • Corporations • Limited Liability companies • Franchising			
<b>Strategic planning</b> • Strategic management model • Environmental scanning • The five forces model • Competitive analysis • Fatal visions in strategic planning • The entrepreneurial edge			
<b>Global opportunities</b> • The international environment • Government support for entrepreneurs • Succession planning for entrepreneurs			
Assessment Breakdown			%
Coursework			30.00%
End of Module Assessment			70.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Assignment	<b>% of total:</b>	30
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Sample Assessment:(1) Workshops where students analyse Business Case Studies aimed at assessing the strategic well-being of entrepreneurial firms (2)Group preparation and presentation of a Business Plan for a new business venture to potential investors. The students will present their proposals to a panel of experts who will act as prospective investors; the panel will grade the presentations and business plans based on their viability and the teams' deliverance.			
End of Module Assessment			
<b>Assessment Type:</b>	Terminal Exam	<b>% of total:</b>	70
<b>Assessment Date:</b>	End-of-Semester	<b>Outcome addressed:</b>	1,2,3,4
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> End-of-Semester Final Examination			
No Workplace Assessment			
Reassessment Requirement			
<b>Repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

## H06BE: Business Entrepreneurship

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Lecture	No Description	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Allen, K.. (2012), Launching New Ventures: An Entrepreneurial Approach, 6th. South-Western, Cengage Learning.</p> <p>Kuratko, D.F.. (2014), An Introduction to Entrepreneurship, 9th. South-Western, Cengage Learning..</p> <p>Petty, W.J.. (2012), Managing Small Business, An Entrepreneurial Emphasis, 16th. South-Western, Cengage Learning..</p>	
<i>Supplementary Book Resources</i>	
<p>Tiernan, S.; Morley, M. and Foley, E.. (2013), Modern Management, Theory and Practice for Students in Ireland, 4th. Gill and Macmillan.</p> <p>Draft, R.. (2013), Management, 11th. South-Western, Cengage Learning..</p> <p>Spinelli, S, Jr. McGowan, H.. (2013), Disrupt Together: How Teams Consistently Innovate, Pearson Education.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	