

## H6ETP: Entrepreneurship

Module Code:	H6ETP	
Long Title	Entrepreneurship <b>APPROVED</b>	
Title	Entrepreneurship	
Module Level:	LEVEL 6	
EQF Level:	5	
EHEA Level:	Short Cycle	
Credits:	10	
Module Coordinator:	MICHAEL BANE	
Module Author:	CORINA SHEERIN	
Departments:	School of Business	
Specifications of the qualifications and experience required of staff		
Learning Outcomes		
On successful completion of this module the learner will be able to:		
#	Learning Outcome Description	
LO1	Evaluate the issues and processes involved in the successful creation of a new enterprise and to develop an appreciation of entrepreneurial characteristics and psychology (mindset).	
LO2	Assess via opportunity analysis the potential commercial possibilities of ideas, brands, products and services.	
LO3	Develop and evaluate the commercialisation strategy for a new 'start up' through the lens of contemporary validation tools such as the business model canvas (lean canvas) and value proposition canvas.	
LO4	Critique the challenges that entrepreneurs face in the modern climate including the risks (financial and otherwise) inherent in pursuing the entrepreneurial journey.	
LO5	Discuss and argue the key entrepreneurial competencies in skills such as communication, testing, analysis and business acumen necessary for enabling a successful entrepreneurial venture.	
Dependencies		
Module Recommendations		
69725	H6ETP	Entrepreneurship
Co-requisite Modules		
No Co-requisite modules listed		
Entry requirements		

# H6ETP: Entrepreneurship

Module Content & Assessment			
<b>Indicative Content</b>			
<b>What is an entrepreneur?</b> • Definitions • The evolution of entrepreneurship • Motivation of entrepreneurs • The importance of ethics			
<b>What is an enterprise?</b> • Why companies exist • How enterprises grow • Types of enterprise creation • How to use a PESTLE analysis			
<b>Entrepreneurial Mindset</b> • Entrepreneurial Leadership • The trait approach • The behavioural approach • The charismatic approach			
<b>Entrepreneurial Skills</b> • Skills of effective leaders and entrepreneurs • Power dynamics • Classification of skills and traits			
<b>Opportunity Analysis</b> • Where do great ideas come from? • Ideation techniques • Where do opportunities come from?			
<b>Frameworks to Capitalise on Opportunities</b> • Business Model Canvas • Lean Canvas • Value Proposition Canvas			
<b>Key Challenges in Entrepreneurship</b> • Risk dynamics in entrepreneurship • Creativity and creative challenges • Sparking innovation • What innovation is and what it isn't • The process of disruption.			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			100.00%
<b>Assessments</b>			
<b>Full Time</b>			
<b>Coursework</b>			
<b>Assessment Type:</b>	CA 1	<b>% of total:</b>	70
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> The continuous assessment challenges learners with conceptualising a start-up/business idea and assessing its viability via the lens of the lean canvas methodology (a derivative of the business model canvas). Learners will break down each of the nine elements of the canvas and a fully designed canvas will be included in the subsequent report that details each element. Learners are also expected to include three elements of the value proposition canvas – Customer jobs pains and gains.			
<b>Assessment Type:</b>	CA 2	<b>% of total:</b>	30
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> The second part of the continuous assessment requires learners to analysis and discuss an entrepreneurial case study provided at the start of term. This case study will vary depending on contemporary dynamics within entrepreneurship and can assess a full spectrum of learning objectives detailed above.			
No End of Module Assessment			
No Workplace Assessment			
<b>Reassessment Requirement</b>			
<b>Coursework Only</b>			
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

## H6ETP: Entrepreneurship

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Directed Learning	Directed e-learning	202	Per Semester	16.83
Total Weekly Contact Hours				20.83
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Kuratko, D.F.. (2019), Entrepreneurship: Theory, Process, Practice, 11th Ed.. South-Western College Publishing..	
<i>Supplementary Book Resources</i>	
Osterwalder, A.. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers,, 1st Ed. Wiley.	
Osterwalder, A.. (2014), Value Proposition Design: How to Create Products and Services Customers Want,, 1st Ed. Wiley.	
Bland, D.J and Osterwalder A.. (2019), Testing Business Ideas: A Field Guide for Rapid Experimentation,, 1st Ed. Wiley.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	