

## H7ENTP: Entrepreneurship

Module Code:	H7ENTP
Long Title	Entrepreneurship <b>APPROVED</b>
Title	Entrepreneurship
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	Danielle Mc cartan-Quinn
Module Author:	ROSALIND BEERE
Departments:	School of Business
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	Evaluate the issues and processes involved in the successful creation of a new enterprise and to develop an appreciation of the entrepreneurial mindset
LO2	Assess the commercial viability of new businesses, processes, products and services.
LO3	Develop and evaluate the commercialisation strategy for a new entrepreneurial business, product, process or service.
LO4	Critique the intellectual property rights (IPR) and procedures associated with the to market approach for technology, products and services, while addressing IPR issues such as patenting, copywriting and IP ownership rights.
LO5	Discuss and argue the key entrepreneurial competencies in skills such as communication, analysis and business acumen necessary for enabling a successful entrepreneurial venture.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	As per programme requirements.

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Module Content & Assessment			
Indicative Content			
<b>Entrepreneurs</b> What makes an entrepreneur? Advantages of becoming an Entrepreneur. Characteristics of Entrepreneurs. Profile of today's Entrepreneur			
<b>The Entrepreneurial Mindset</b> The entrepreneurial mindset entrepreneurial traits and characteristics Creativity and Innovation The entrepreneurial perspective in individuals Ethics and entrepreneurship.			
<b>Start-up Venture Commercialisation</b> Sources of potential opportunities. Screening ideas in search of opportunities. Entrepreneurial Manager and Strategist.			
<b>Challenges of the Entrepreneurial Start-up</b> The legal forms of the entrepreneurial organisation. Forms of entrepreneurial venture financing. Strategy - vision and mission of the new start-up. Succession planning			
<b>The Entrepreneurship process and practice</b> Understand the key components of entrepreneurship, and the entrepreneurial process.			
<b>Building the Organisation</b> Maintaining the Entrepreneurial spirit. Developing Entrepreneurial teams. Facing the strategic challenges of growth. Embracing instability and chaos. Entrepreneurship and Innovation.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Project	<b>% of total:</b>	100
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Provide a background to an entrepreneurial business of choice. Evaluate the entrepreneurial perspective of the founding entrepreneur of that business. Individual or group (4 people) including a presentation.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
<b>Reassessment Description</b> The repeat assessment provided will follow the same approach as the end of block assessment.			

## H7ENTP: 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
Independent Learning	Independent learning	202	Per Semester	16.83
Total Weekly Contact Hours				4.00
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>	
<p>Stokes, D. and Wilson, N. (2021) Small Business Management and Entrepreneurship, 8th Ed., Cengage, UK..</p> <p>Scarborough and Cornwall (2015), Entrepreneurship and Effective Small Business Management 11 Ed., Pearson, UK..</p> <p>Mariotti, S. and Glackin, C. (2021) Entrepreneurship: Starting and Operating a Small Business, 4th Ed., Pearson, UK..</p> <p>Kuratko, D.F. (2020) Entrepreneurship: Theory, Process, Practice, 11th Ed., Thomson/South-Western, Cengage, Ohio, USA.</p>	
<i>Supplementary Book Resources</i>	
<p>Tidd, J., Bessant, J. &amp; Pavitt, K. (2018) Managing Innovation 6th Ed., John Wiley and Sons Ltd, UK..</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	