

APPROVED

Programme Code	MSCENT	Programme Duration	1		
Programme Level	9	EQF Level	7	EHEA Level	Second Cycle
Programme Credits	0				
Semester Duration	1 Week(s)				
Language of Instruction	English				
CAO Code; QQI Programme Code etc	Code				
Programme Extra Information	Modules are delivered in block delivery mode on Monday, Wednesday and Friday over a three week period.				

Programme Outcomes

On successful completion of this programme the learner will be able to :

Description
Demonstrate a systematic knowledge of enterprise management and entrepreneurial theory and innovation through the ability to appraise and critique enterprise management theory and practice in each of the key management functions.
Analyse the key factors that influence entrepreneurial decision making and critically assess the theoretical and practical models used to support such decisions.
Identify the many risks facing business in each of stages of development particularly at start-up stage.
Identify and assess the risks and opportunities available to an entrepreneurial firm in both a national and international context and take responsibility for managing such risks in a systematic manner and demonstrate an understanding of how entrepreneurs take responsibility for and manage such risks.
Employ advanced conceptual, analytical and practical skills necessary for the development of key entrepreneurial competencies and behaviours.
Source and analyse complex data across all business opportunities and business functions, appreciate the relevance of such information and identify critical elements necessary for enhancing the entrepreneurial opportunity.
Identify and strategically exploit key market risks and opportunities and develop and implement strategies and policies for strategic management of such risks within the constraints of the entrepreneurial firm.
Apply qualitative and quantitative skills in order to analyse critical enterprise management issues and independently make decisions which maximise value to the entrepreneurial organisation.
Evaluate different strategic opportunities, business plans and/or projects and independently determine their contribution to the value of the entrepreneurial organisation.
Appreciate the complexity of the entrepreneurial environment and be able to appreciate the challenges and complexity of adopting management functional areas in the entrepreneurial firm.
Appreciate the multiple influences on the entrepreneurial discipline and the complexity of the environment in which entrepreneurs operate.
Initiate solutions to complex entrepreneurial business problems posed and display entrepreneurial leadership in the delivery of proposed solutions.
Explore the core relationship between entrepreneurial management planning and entrepreneurial business performance
Continue to use the entrepreneurial skills developed to further advance the learner's knowledge of key areas of enterprise management.
Appreciate the multiple influences on the management discipline and the complexity of the environment in which management operates
Demonstrate a systematic knowledge and understanding of the main approaches to theory and practice in business research and its practical application in organisations.
Apply relevant professional and ethical standards in the planning, execution and dissemination of research.

Semester Schedules

Stage 1 / Semester 1

Core Subject	
Module Code	Title
H9BMST	Business Models, Strategy and Tactics
H9COMLAW	Commercial Law
H9STRORGB	Leading, Managing and Planning in Organisations
H9MKG	Marketing in the Global Environment
H9RSMTH	Research Methods
Optional	
Module Code	Title
H9CIGF	Contemporary Issues in Global Finance
H9CGBE	Corporate Governance, Business Ethics and CSR
H9ELAW	Employment Law
H9INTBS	International Business

Stage 1 / Semester 2

Core Subject	
Module Code	Title
H9BI	Business Intelligence
H9ENGSG	Enterprise Simulation Game
H9ENDYN	Entrepreneurial Dynamics
Optional	
Module Code	Title
H9BOC	Doing Business on the Cloud

H9MPM	Management in Postmodern Markets
H9SMHC	Strategic Management of Human Capital
H9SPM	Strategic Project Management

Stage 1 / Semester 3

Core Subject	
Module Code	Title
H9DISSER_A	Dissertation