

BSHC15: Business Entrepreneurship

Module Code:	BSHC15
Long Title	Business Entrepreneurship APPROVED
Title	Business Entrepreneurship
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	AKARI DEVELOPER
Module Author:	AKARI DEVELOPER
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	LO 1. Describe the role of strategic management in entrepreneurial firms
LO2	LO 2. Discuss the principles of developing business plans for new businesses
LO3	LO 3. Identify the different operational challenges facing entrepreneurs and the strategies that can be employed to overcome these obstacles
LO4	LO 4. Recognise entrepreneurial opportunities using the recommended methods
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
The entrepreneurial firms impact (5%) • Emerging trends • Tends in research and education • Internet and e-commerce • The evolution of entrepreneurship • The myths of entrepreneurship • The corridor principle			
Corporate entrepreneurship (10%) • Defining the concept • The need • Obstacles in corporate venturing • Reengineering corporate thinking • Innovative philosophy • The interactive model of corporate intrapreneurship			
Individual perspective (10%) • Who are entrepreneurs • Sources of research • The dark side of entrepreneurship • Entrepreneurial stress			
Entrepreneurial motivation (10%) • Innovation • Creativity • Idea stoppers • Developing creativity • Sources of innovation			
Ethical and social responsibility (10%) • Managerial ethics • Main themes of ethics • Social responsibility • Environmental scanning • The five forces model • Competitive analysis			
The business plan (10%) • Pitfalls • What is a business plan • Benefits of a business plan • Developing a business plan • Elements of a business plan			
Evaluation of entrepreneurial opportunities (10%) • Critical factors • External problems • Internal problems			
Legal structures of business (10%) • Self-employed • Partnerships • Corporations • Limited Liability companies • Franchising			
Capital for entrepreneurs (10%) • Debt v Equity • Criteria for evaluation			
Strategic planning (10%) • Strategic management model • Fatal visions in strategic planning • The entrepreneurial edge			
Global opportunities (5%) • The international environment • The European Union • Succession planning for entrepreneurs			
Teaching methodology: This module will be delivered through a combination of class-based lectures (including Guest Speakers) and tutorials. Case study analysis will be take place during tutorials.			
Assessment Breakdown			%
Coursework			30.00%
End of Module Assessment			70.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	30
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description:	n/a		
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	70
Assessment Date:	End-of-Semester	Outcome addressed:	
Non-Marked:	No		
Assessment Description:	End-of-Semester Final Examination		
No Workplace Assessment			

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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
Tutorial	No Description	1	Every Week	1.00
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
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Allen, K.. (2008),). Launching New Ventures: An Entrepreneurial Approach, 5th ed. Houghton Mifflin Company, Boston MA.</p> <p>Scarborough, Zimmerer. (2003), Effective Small Business Management: A Entrepreneurial Approach,, Prentice Hall.</p>	
<i>Supplementary Book Resources</i>	
<p>Griffin. (2003), Management,, Houghton Mifflin.</p> <p>Tiernan, S.; Morley, M. and Foley, E. (2001), Modern Management, Theory and Practice for Irish Students,, Gill and Macmillan.</p> <p>Draft. (2004), Management, The Dryden Press.</p> <p>Dressler. (2003), Management, Prentice Hall.</p> <p>www.highbeam.com. The New England Journal of Entrepreneurship.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	