

H7ENT: Entrepreneurship

Module Code:	H7ENT
Long Title	Entrepreneurship APPROVED
Title	Entrepreneurship
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	ROSALIND BEERE
Module Author:	ROSALIND BEERE
Departments:	School of Business
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. Understand the issues and processes involved in the successful creation of a new enterprise. To develop an understanding for the 'entrepreneurial mindset'
LO2	LO 2. Assess the commercial viability of new businesses, processes, products and services
LO3	LO 3. Develop and evaluate the commercialisation strategy for a new entrepreneurial business, product, process or service
LO4	LO 4. Understand the intellectual property (IPR) and procedures associated with the to-market approach for technology, products and services. Assessing IPR issues such as patenting, copywriting and IP ownership rights
LO5	LO 5. Show an understanding of the key entrepreneurial competencies in skills such as communication, analysis and business acumen necessary for enabling a successful entrepreneurial venture
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			
Entrepreneurship The evolution of entrepreneurship Intra-preneurship the new corporate vision Different forms of business ownership such as small business ownership, partnerships, sole traders, PLCs Internet and e-Commerce and their importance in new venture creation Approaches to entrepreneurship			
The Entrepreneurial Mindset The entrepreneurial mindset – entrepreneurial traits and characteristics Creativity and Innovation The entrepreneurial perspective in individuals Ethics and entrepreneurship.			
The Entrepreneurship process and practice Understand the key components of entrepreneurship, and the entrepreneurial process.			
The Entrepreneurial Venture Plan Environmental assessment in entrepreneurship (SWOT, PESTEL) Opportunity assessment and analysis Entrepreneurial marketing research Entrepreneurial financial analysis The entrepreneurial business plan – what are the key factors to making a robust business plan The entrepreneurial marketing plan			
Challenges of the Entrepreneurial Start-up The legal forms of the entrepreneurial organisation Forms of entrepreneurial venture financing Strategy – vision and mission of the new start-up Succession strategies			
IPR - Intellectual Property rights The legal processes associated with IPR Copywriting, patenting new technologies, processes, products and services			
Teaching methodology The learning strategy involves the use of lectures, tutorials, case studies and class discussions as appropriate. Learners will also have access to web based support			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project (0050)	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: 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.			
Assessment Type:	Case Study	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Individual Case Study Assessment. Analyse a particular business case study in terms of the issues and challenges faced by a business and from this give recommendations for the future			
Assessment Type:	Business Plan 1 (0440)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The Business Plan: the business plan will be graded according to clarity, structure and the ability to analyse and evaluate the entrepreneurial perspective. Learners will demonstrate an ability to communicate innovative business ideas. Learners will analyse a business idea via the business plan. The assignment will draw where appropriate from experience and contemporary examples to illustrate key points. Learners will in their assignment make appropriate reference to materials covered, theories learned and seminal and contemporary research in the field of entrepreneurship.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

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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	3	Every Week	3.00
Independent Learning	No Description	17	Every Week	17.00
Tutorial	No Description	1	Every Week	1.00
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kuratko, D.F.. (2013), Entrepreneurship Theory, Process and Practice, 9th. Cenage Learning.</p> <p>Scarborough, N.W.. (2013), Essentials of Entrepreneurship and Small Business Management, 7th. Pearson Education.</p>	
<i>Supplementary Book Resources</i>	
<p>Dollinger, M. J. (2003) Entrepreneurship: Strategies and. na.</p> <p>Tidd. J., Bessant, J.. (2013), Managing Innovation: Integrating Technological, Market and Organizational Change, 5th. Wiley Publications.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	