

## H8EP: Entrepreneurship

Module Code:	H8EP
Long Title	Entrepreneurship <b>APPROVED</b>
Title	Entrepreneurship
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	ROSALIND BEERE
Module Author:	Isabela Da Silva
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	Demonstrate knowledge of the issues and processes involved in the successful creation of a new enterprise. Students will develop an understanding of the entrepreneur as an agent of change in the economy.
LO2	Students will show an understanding of the nature and importance of enterprise to the economy and understand the issues associated with the viability of a new business
LO3	Distinguish and evaluate the cross functional nature of management practices required for the successful enterprise. Demonstrate judgement in the viability of any enterprise project.
LO4	Categorise the key entrepreneurial competencies in skills such as communication, analysis and business acumen necessary for enabling a successful entrepreneurial venture.
LO5	Become familiar with the use of key frameworks in idea development, assessment, business model development and industry analysis.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	Programme entry 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 Entrepreneurs.			
<b>The Entrepreneurial Mindset</b> Creativity, Innovation and Entrepreneurship. Creative thinking. Barriers to creativity. The creative process.			
<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 Entrepreneurial Venture Plan</b> Why successful Entrepreneurs create strategic plans. The strategic planning process. Strategic thinking. Basic financial reports. Projected financial analysis. Breakeven analysis. Cash management. The business plan. Elements of the business plan. Business plan format.			
<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.			
<b>Utilising Frameworks</b> Understanding and applying frameworks such as Porter's industry analysis, Lean Business Canvas, BCG Matrix.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Case Study	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Individual case study of an entrepreneur and company			
<b>Assessment Type:</b>	Essay	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	2,4
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Essay: Entrepreneurship and idea generation			
<b>Assessment Type:</b>	Business Plan 1	<b>% of total:</b>	50
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Business plan: business opportunity recognition, assessment and evaluation			
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> Candidates will attempt the repeat assessment for the module, if they do not successfully pass the module. Learners are required to attempt all assessments attaching to a module. For those modules where all learning outcomes are assessable with a final examination, the student does not have to re-sit failed individual CA components.			

## H8EP: 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	2	Every Week	2.00
Independent Learning	Directed e-learning	3	Every Week	3.00
Tutorial	Mentoring and small-group tutoring	1	Every Week	1.00
Independent Learning	Independent Learning	8	Every Week	8.00
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kuratko, D. and Hodgetts, R.. (2014), Entrepreneurship, theory, practice and process, 9th. Cengage.</p> <p>Scarborough N. and Cornwall J, (2018), Essentials of Entrepreneurship and Small Business Management, Global Edition 9th.</p>	
<i>Supplementary Book Resources</i>	
<p>Dollinger, M.J. (2003) Entrepreneurship: Strategies and Resources, Prentice Hall.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], GEM. (2013), Entrepreneurship in Ireland, Forfas.</p>	
Discussion Note:	