

H9ENTRP: Entrepreneurship

Module Code:	H9ENTRP
Long Title	Entrepreneurship APPROVED
Title	Entrepreneurship
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	COLETTE DARCY
Module Author:	COLETTE DARCY
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	Develop and articulate an integrated perspective on the process involved in the successful creation of a new enterprise.
LO2	Critically evaluate the strategies including the commercialisation strategy for a new entrepreneurial business, product, process or service in the market place
LO3	Analyse an entrepreneurial business plan for a new product, process or service in practice and relate the efficacy of this to the entrepreneurial characteristics and to the characteristics of the entrepreneurial enterprise.
LO4	Articulate the key challenges with respect to intellectual property rights procedures associated with the commercialisation of new technologies, products, processes.
LO5	Critically describe, evaluate and learn from team leadership, business planning, negotiation and problem solving skills in an entrepreneurial context.
LO6	Demonstrate entrepreneurial competencies in communication, judgement, and analytical skills.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	There are no additional entry requirements for this module. The programme entry requirements apply. No pre-requisites or co-requisites apply.

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Module Content & Assessment			
Indicative Content			
Entrepreneurship in the New Millennium ¿ The entrepreneurial revolution. ¿ The evolution of entrepreneurship. ¿ Corporate entrepreneurship.			
The Entrepreneurial Revolution ¿ Small business ownership. ¿ Emerging trends-Internet and E-Commerce ¿ Myths of entrepreneurship. ¿ Approaches to entrepreneurship. ¿ The family business.			
The Entrepreneurship process and practice ¿ Understand the key components of entrepreneurship, and the entrepreneurial process.			
The Entrepreneurial Mindset ¿ The entrepreneurial mindset. ¿ The entrepreneurial perspective in individuals. ¿ Ethics and entrepreneurship. ¿ Creativity and Innovation and enterprise.			
Entrepreneurial Competency ¿ Identifying and developing entrepreneurial competency. ¿ Entrepreneurial personal contact networking. ¿ Characteristics of entrepreneurial planning.			
The Entrepreneurial Venture Plan ¿ Environmental assessment in entrepreneurship. ¿ Opportunity assessment. ¿ Entrepreneurial marketing research. ¿ Due diligence and IP. ¿ Entrepreneurial financial analysis. ¿ The entrepreneurial business plan. ¿ The entrepreneurial marketing plan.			
Challenges of the Entrepreneurial Start-up ¿ The legal forms of the entrepreneurial organisation. ¿ Financing the entrepreneurial venture. ¿ Entrepreneurial lifecycles. ¿ Commercialisation strategies for entrepreneurial ventures. ¿ Succession strategies.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Case Study	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: Entrepreneurial Theory versus Practice Case Study (1500 words).			
Assessment Type:	Case Study	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: The Entrepreneurial Marketing Plan (2500 words).			
Assessment Type:	Case Study	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: The Reflective Diary.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat failed items <i>The student must repeat any item failed</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	Classroom and demonstrations	30	Per Semester	2.50
Directed Learning	Directed e-learning	30	Per Semester	2.50
Independent Learning	Independent learning	65	Per Semester	5.42
Total Weekly Contact Hours				5.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Delivered in block format	30	Per 15 week block	2.00
Independent Learning	No Description	95	Per 15 week block	6.33
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Spigel, B, 2020. Entrepreneurial Ecosystems: Theory, Practice and Futures, Edward Elgar Publishing Ltd.</p> <p>Neck, H.M., Neck, C.P., Murray, E.L ,2019. Entrepreneurship; The Practice and Mindset, Sage Publishing.</p> <p>Ramford, C. and Bruton, G, 2021. Entrepreneurship: The Art, Science and Process for Success, McGrawHill Publishing.</p>	
<i>Supplementary Book Resources</i>	
<p>Katz., J. and Green, R, 2020. Entrepreneurial Small Business, McGrawHill Publishing.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	