

## H9ENGs: Enterprise Simulation Game

<b>Module Code:</b>	H9ENGs
<b>Long Title</b>	Enterprise Simulation Game <b>APPROVED</b>
<b>Title</b>	Enterprise Simulation Game
<b>Module Level:</b>	LEVEL 9
<b>EQF Level:</b>	7
<b>EHEA Level:</b>	Second Cycle
<b>Credits:</b>	5
<b>Module Coordinator:</b>	COLETTE DARCY
<b>Module Author:</b>	Phillip McGovern
<b>Departments:</b>	School of Business
<b>Specifications of the qualifications and experience required of staff</b>	
<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 entrepreneurial competencies in communication, judgement, and analytical skills.
LO2	Employ enhanced team-building, leadership, business planning, negotiation and problem solving skills in a simulated business development environment
LO3	Illustrate a set of presentation skills and effectively communicate the competitive advantage and USP of a new business/product idea.
LO4	Construct an actionable strategy and plan for a new entrepreneurial business, product, process or service in the market place
LO5	Analyse the launch strategy for a new entrepreneurial business, product, process or service in the market place
LO6	Demonstrate a deep understanding of the financial, human resource and legal challenges of enterprise development
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	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			
<b>Indicative Content</b>			
<b>Generic Competences</b> Communication skills - Pitching to investors Domain research - due diligence, competitor analysis, Enterprise skills - business planning, business meetings Analytical ability - synthesis of large volumes of data			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			100.00%
<b>Assessments</b>			
Full Time			
<b>Coursework</b>			
<b>Assessment Type:</b>	Presentation	<b>% of total:</b>	100
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5,6
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Each SimVen group will prepare and present their business plan to a critical team comprised of academics and practitioners. They will be required to rigorously defend the strategy and plans that they are advocating as well as demonstrating marketing opportunity, competitive advantage, a unique selling point (USP) as well as a high level consideration of the functional business such as finance, marketing, HR etc. They will be required to demonstrate excellent presentation skills, teamwork and critical understanding of issues and recommendations.			
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> A learner who fails the presentation element of the module will be required to repeat the exercise at the next occurrence – in essence they will be required to repeat the module. Where numbers allow, students may be offered the opportunity to repeat the module sooner than the next scheduled session however this is at the discretion of the lecturer and Dean of School.			

## H9ENG5: Enterprise Simulation Game

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

## Module Resources

### Recommended Book Resources

Bessant, J and Tidd, J. (2020), Managing Innovation: Integrating Technology, Market and Organizational Change, 7th Ed. John Wiley & Sons Chichester.

Kuratko, D.F. (2019), Entrepreneurship: Theory and Practice, 11th Ed. South-Western College Publication Ohio, USA.

Turban E., Lee J. K., King D., McKay J. and Marshall P. (2018), Electronic Commerce: a Managerial Perspective, 9th Edition. Prentice Hall.

*This module does not have any article/paper resources*

### Other Resources

[Website], Simventure. [www.simventure.co.uk](http://www.simventure.co.uk).

Discussion Note: