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| Long Title: | Entrepreneurship |
| Module Code: | H7ENT |
| Credits: | 10 |
| NFQ Level: | LEVEL 7 |
| Field of Study: | Management and administration |
| Module Delivered in | 1 programme(s) |
| Module Coordinator: | ROSALIND BEERE |
| Module editor: | ROSALIND BEERE |
| Teaching and Learning Strategy: | 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. |
| Learning Environment: | Learning will take place in a classroom/lab/workplace environment with access IT resources. Learners will have access to library resources, both physical & electronic and to faculty outside of the classroom where required. Module materials will be placed on Moodle, the College's virtual learning environment. |
| Module Description: | To provide learners with an opportunity to explore and understand the pivotal theories, concepts and processes associated with the study of entrepreneurship. To introduce learners to the dynamic world of entrepreneurship and help them to understand key issues faced by entrepreneurs and entrepreneurial businesses. To achieve an overview of the traits and characteristics of entrepreneurs and the organisations that they create and manage |

| Learning Outcomes | |
|--|---|
| On successful completion of this module the learner will be able to: | |
| 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 |

| Pre-requisite learning |
|---|
| Module Recommendations <i>This is prior learning (or a practical skill) that is required before enrolment on this module. While the prior learning is expressed as named NCI module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i> |
| No recommendations listed |
| Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i> |
| No requirements listed |

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%

Full Time

Coursework

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|------------------------|---|-------------------|------------|-----------------|
| Project (0050) | 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. | 1,2,3,4,5 | 25.00 | n/a |
| Case Study | 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 | 1,2,3,4,5 | 25.00 | n/a |
| Business Plan 1 (0440) | 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. | 1,2,3,4 | 50.00 | n/a |

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

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This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

NCIRL reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | | | |
|-------------------------------|-----------------------------|--------------|------------------|--|
| <i>Workload Type</i> | <i>Workload Description</i> | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| 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 Hours | | | | 21.00 |
| Total Weekly Learner Workload | | | | 21.00 |
| Total Weekly Contact Hours | | | | 4.00 |

This module has no Part Time workload.

Module Resources

Recommended Book Resources

Kuratko, D.F. 2013, *Entrepreneurship Theory, Process and Practice*, 9th Ed., Cenage Learning

Scarborough, N.W. 2013, *Essentials of Entrepreneurship and Small Business Management*, 7th Ed., Pearson Education

Supplementary Book Resources

Dollinger, M. J. (2003) *Entrepreneurship: Strategies and, na*

Tidd, J., Bessant, J. 2013, *Managing Innovation: Integrating Technological, Market and Organizational Change*, 5th Ed., Wiley Publications

This module does not have any article/paper resources

This module does not have any other resources

Module Delivered in

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|--------------|
| BAHHRD | BA (Honours) in Human Resource Management | 3 | Core Subject |