

H9ENSIM: Enterprise Simulation Game

Module Code:	H9ENSIM
Long Title	Enterprise Simulation Game RETIRED
Title	Enterprise Simulation Game
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	
Module Author:	Sinead O'Sullivan
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	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
LO7	Assess their own entrepreneurial potential through reflection on their experience of the programme and on entrepreneurship
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 game This is an intensive group project which will take a real-life business idea/product from inception through to market-readiness via a business simulation game SimVen. Students will be divided into groups of 4-6. During this module/simulation the following topics will be covered using problem based learning techniques: • Creativity, innovation and enterprise • Feasibility of business idea/product • Project teams and partnerships and how these work effectively • The inception of the market cycle • Relational communications • Sales and selling • Judgment and legal skills • Managing large volumes of data and distilling actionable data • Entrepreneurial competency development • Presenting and elevator pitches • Defending the business/product idea. • Business planning and its key functional challenges Business simulation games change and modify, and this will be a consideration as we review the programme annually. The game that will be used initially is SimVen (Simulated Venture). It is widely used in Universities in the UK for teaching enterprise skills. At the end of the module, learners will have to pitch their business idea to a panel comprised of academics and investors. SimVen is designed to allow students to apply theory in context in a fairly high-pressured way. It focuses on and takes students through all of the key stages of enterprise inception as well as the challenges of business development, planning, financing etc. The learners work in teams (normally four-six) on a pre-prepared business scenario. SimVen bridges the gap between education and the workplace, raising the aspirations and employability skills of learners and opening the eyes of employers to how new graduates can help drive business success in a rapidly changing economic environment. It allows us to graduate students with a distinctive competence in enterprise and innovation. The SimVen experience will be a one week, five day block but can also be integrated into core modules, separately designed modules delivered in any format from one day, a semester to an entire academic year.			
Generic Competences • 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			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Group Presentation (0060)	% of total:	85
Assessment Date:	n/a	Outcome addressed:	1,2,5,7
Non-Marked:	No		
Assessment Description: 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.			
Assessment Type:	Reflective Journal	% of total:	15
Assessment Date:	Week 30	Outcome addressed:	1,2,3,4,5,6,7
Non-Marked:	No		
Assessment Description: This is a continuation of the reflections in the Enterprise Management module. Building on this, it is an individual reflection on the material covered in this simulation game module and in particular the VenSim experience with the insights that it has generated for the learner. This will be done through the completion of a diary throughout the module from preparation to presentation and submission of final project. The diary will also reflect the learners understanding of the entrepreneurial process as well as any thoughts that they might have about their own entrepreneurial ambitions. The learners will also be required to complete a short 2 page introspective essay on the entire simulation			
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
Lecturer Supervised Learning	Delivered in block format	30	Once per semester	2.50
Independent Learning	No Description	95	Once per semester	7.92
Total Weekly Contact Hours				2.50
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecturer Supervised Learning	Delivered in block format	30	Once per semester	2.50
Lecturer Supervised Learning	No Description	95	Once per semester	7.92
Total Weekly Contact Hours				10.42

Module Resources	
<i>Recommended Book Resources</i>	
<p>Bessant, J and Tidd, J.. (2011), Innovation and Entrepreneurship, 2nd Edition. John Wiley & Sons, Chichester.</p> <p>Kuratko, D.F., and Hodgetts, R.M. (2007). Entrepreneurship: Theory, Process, Practice, 7th Edition, Thomson/South-Western, Ohio, USA..</p> <p>Turban E., Lee J. K., King D., McKay J. and Marshall P. (2008). Electronic Commerce: a Managerial Perspective, 5th Edition, Prentice Hall..</p>	
<i>Supplementary Book Resources</i>	
<p>Tidd. J., Bessant, J. and Pavitt, K. (2005). Managing Innovation, 3rd Edition, John Wiley and Sons Ltd..</p> <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], Simventure. Simventure, http://www.simventure.co.uk</p>	
Discussion Note:	