

Module Title:	Entrepreneurship
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	A variety of teaching and learning strategies will be used such lectures, case studies, tutorials, and guest lectures. The practical formulation of a business plan will form a large part of student learning to enhance their understanding of the subject. Class and group interaction will also serve to help develop students' comprehension and communication skills.
Module Aim:	To introduce students to the concept of Entrepreneurship and to examine and evaluate some of the key strategic issues in relation to new venture creation. Students will build on their theoretical knowledge and apply it in a practical format through a structured business plan. They will also be required to present and defend their business plans.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Evaluate the Entrepreneurial process and the role of an Entrepreneur in new venture creation.
LO2	Appraise and assess key management and marketing strategies in a new enterprise.
LO3	Identify and evaluate the support and sources of finance available to new business starts ups.
LO4	Formulate, present and defend a business plan for an entrepreneurial new venture.
LO5	Examine key and prominent entrepreneurs and entrepreneurial activity in industry through the use of case studies

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Entrepreneurship

• Definition and Concept of Entrepreneurship • Characteristics of an Entrepreneur • The role of the entrepreneur and their contribution to economic growth development • Innovation and Creativity

New Business Planning

• The importance of business planning • The business planning process • Definition of a business plan • Outline and format of a business plan

Finance for New Ventures

• Sources of finance • Working capital and cash management • Government and state supports available for setting up a business in Ireland.

New Business Strategy

• Managing the new venture • New venture growth • Marketing in the entrepreneurial new venture • Human Resource Management
Contemporary approaches to new venture creation

The Legal and Regulatory Environment

• Patents, trademarks, copyright and licensing agreements, registered designs • Legal trading structures • Employment law • Health and safety

Entrepreneurship in Practice

• Case studies in Entrepreneurship and business proposals. Review of written business plans

Assessment Breakdown

	%
Continuous Assessment	40.00%
Project	60.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Critically evaluate relevant case studies relating to new entrepreneurial ventures	1,2,3,5	20.00	n/a
Presentation	Evaluate and present the entrepreneurial process of a subject of choice.	1,2	20.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Business Plan & Presentation: The development, formulation and presentation of a business plan	1,2,3,4,5	60.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	6.00
Independent Learning	15 Weeks per Stage	11.87
Total Hours		250.00

Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	7	Mandatory
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	7	Elective
CW_KWCCD_B	Bachelor of Science (Honours) in Creative Computing and Digital Innovation	7	Mandatory
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	7	Group Elective 1