

<b>Module Title:</b>	Enterprise Development II
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">8 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	<p>The learning outcomes detailed below will be achieved through the following teaching methodologies:</p> <ul style="list-style-type: none"> <li>• Lectures - communication of knowledge and ideas from the lecturer to the student.</li> <li>• Groupwork – working in groups and utilizing creativity techniques to identify opportunities, which will then be researched, presented, analysed and justified.</li> <li>• Case Studies – cases will be used to look at examples of Business Plans.</li> <li>• Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills.</li> <li>• E-Learning – It is envisaged that the module will be supported with on-line learning materials.</li> <li>• Self-Directed Independent Learning – the emphasis on independent learning should develop strong and autonomous work and learning practices.</li> </ul>
<b>Module Aim:</b>	<p>The aim of this module is to equip students with the ability to recognise and assess a new venture opportunity. It further aims to provide students with the skills necessary to develop a comprehensive business plan.</p>
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explore an opportunity for a new venture.
LO2	Produce a business plan suitable for a range of stakeholders.
LO3	Present and defend a business plan.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<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

#### Developing the Business Opportunity

• Business opportunities, identifying niches and gaps in the market. • Assessing potential opportunities, risk analysis, market research, feasibility studies. • Pilot launch. • Product development, product mix, promotion, marketing strategy, market entry strategies, suitable strategies for different types of start-up. • Working in high growth, high potential start-up business.

#### Supports for new enterprises

• The supports available for enterprise creation and development

### Assessment Breakdown

	%
Project	100.00%

No Continuous Assessment

### Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Individual and Group project: Indicative Assessment schedule Week 4 – Proposal (10%) Week 9 – Submission of Project (3000 -4000 words) (60%) Weeks 10-12 – Presentations (30%)	1,2,3	100.00	Week 9

No Practical

No End of Module Formal Examination

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

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BBLAW_B	<a href="#">Bachelor of Business (Honours) in Business with Law</a>	8	Group Elective 2
CW_BBHRM_B	<a href="#">Bachelor of Business (Honours) in Human Resource Management</a>	6	Group Elective 1
CW_HHIBU_B	<a href="#">Bachelor of Business (Honours) in International Business</a>	8	Elective
CW_BBBBM_B	<a href="#">Bachelor of Business (Honours) in Management</a>	8	Elective
CW_BBBBM_B	<a href="#">Bachelor of Business (Honours) in Management</a>	6	Group Elective 1
CW_BBSCM_B	<a href="#">Bachelor of Business (Honours) in Supply Chain Management</a>	8	Elective
CW_BBBUS_D	<a href="#">Bachelor of Business in Business</a>	6	Group Elective 1
CW_BBHRM_D	<a href="#">Bachelor of Business in Human Resource Management</a>	6	Group Elective 1