

<b>Module Title:</b>	Rural Entrepreneurship
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">3 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	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 learner learning to enhance their understanding of the subject. Class and group interaction will also serve to help develop learners' comprehension and communication skills.
<b>Module Aim:</b>	To introduce learners to the concept of Entrepreneurship and to examine some of the key strategic issues in relation to new venture creation in the agribusiness sector in Ireland. Learners will build on their theoretical knowledge and apply it in a practical format through a structured business plan.

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 the context of an Agriculture related enterprise in Ireland
LO2	Identify and evaluate the support and sources of finance available to new business starts ups
LO3	Critically evaluate key management and marketing strategies, and demonstrate an awareness of the legal and intellectual property issues involved in new venture creation in the agribusiness sector
LO4	Develop and appraise a business plan for an entrepreneurial new venture

Pre-requisite learning	
<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

#### Introduction to Entrepreneurship

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

#### New Business Planning

• The importance of business planning • The business planning process • Definition of a business plan • Outline and format of a business plan • Setting up an agribusiness in Ireland

#### Finance for New Ventures

• Sources of finance • Working capital and cash management • Government and state supports available for setting up an agribusiness in Ireland

#### New Business Strategy

• Managing the new venture • New venture growth • Marketing in the entrepreneurial new venture • Human Resource Management

#### 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	20.00%
Project	80.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	A review and evaluation of relevant case studies in the agribusiness sector	1,2	20.00	n/a
Project	The development, formulation and presentation of a business plan	1,2,3,4	80.00	n/a

No Project

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	12 Weeks per Stage	2.00
Tutorial	12 Weeks per Stage	1.00
Independent Learning Time	12 Weeks per Stage	3.00
Total Hours		72.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_EFARG_B	<a href="#">Bachelor of Engineering (Honours) in Agricultural Systems Engineering</a>	7	Elective
CW_SWOAG_B	<a href="#">Bachelor of Science (Honours) in Organic Agriculture</a>	7	Mandatory
CW_SWSFM_B	<a href="#">Bachelor of Science (Honours) in Sustainable Farm Management and Agribusiness</a>	7	Mandatory