

Module Title:	Enterprise
Credits:	10
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - students may work as part of a team and will work together to resolve various enterprise scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop strong and autonomous work and learning practices.
Module Aim:	The aim of this module is to equip students with the ability to assess the nature of enterprise, its importance to the economy, its role in relation to innovation and its relevance in relation to career and lifestyle choice. It also aims to give the student the ability to assess the entrepreneurial personality, the creative & innovation processes and the need for industrial policy to create the necessary environment and support infrastructure for entrepreneurial activity. The subject aims to provide students with the skills necessary to develop a comprehensive business plan.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Assess the importance of new business ventures to a modern economy and explain the conditions necessary for successful new venture creation and growth..
LO2	Assess the characteristics and traits of a successful entrepreneur.
LO3	Explain the creative and innovation processes.
LO4	Explain the main legal and financial issues relevant to small business.
LO5	Analyse small business problems.
LO6	Produce a business plan suitable for a range of stakeholders.

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 (5%)

• Defining the entrepreneur • The impact of industrial policy on enterprise in Ireland • The importance of enterprise to a modern economy • The role of enterprise in economic development in Ireland • The effects of an open economy on enterprise.

The Entrepreneur (10%)

• Entrepreneurial personality and characteristics. • Personality theory • Skills development: professionalism, communication, leadership, enthusiasm, commitment, determination. • The role of the entrepreneur in society. • The need for achievement and recognition, locus of control, risk-taking, Personal attributes and characteristics, entrepreneurial role and job demands

Creativity and Innovation (15%)

• Enablers & barriers to creativity and innovation • The creative process. • Necessity and innovation. • The innovation process. • Promoting creativity in primary, second level, and tertiary education. • International experiences in creativity education. • Building a capacity for creativity & innovation.

Developing the Business Opportunity (10%)

• 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.

Influences on enterprise creation (10%)

• Influences on entrepreneurial intent.

Supports for new enterprises (10%)

• The supports available for enterprise creation and development

Financing and Entrepreneurial Ventures (15%)

• Sources of finance, equity and debt, seed capital, venture capital, long and short term finance. • Relationships with investors. • Assessment of entrepreneurial proposals. • Analysing company accounts, key performance indicators. Company valuation. • Sales forecasting • Forecast Income statements • Projected Balance Sheet. • Cash flow forecasts • Cash management, cash flow analysis and reporting.

Legal Considerations (5%)

• Different types of company, sole traders, partnerships, limited companies. • Memorandum and articles of association, company registration, company law, duties of directors, company secretary, filing accounts, taxation, insurance, joint venture agreements, contracts, receivership and liquidation.

The Purpose, Format and Contents of A Business Plan (10%)

• Communicating the business idea to stakeholders • Motivating and enabling stakeholders, setting objectives and targets. • The promoters and the management team, the product, market analysis, sales and distribution strategies, production facilities, plans and technologies.

Growth (10%)

• Entrepreneurial and growth firms. • Factors leading to growth, managing growth and renewal, growth models. • Innovation and entrepreneurship.

Assessment Breakdown	%
Continuous Assessment	60.00%
Project	40.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Various assignments/tests throughout the year. Typically 6x10% assessments, scheduled approx. every three-four weeks.	1,2,3,4,5	60.00	Every Second Week

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Individual or Group project with independent elements to be initiated in term 1 and continuing through the year. Builds independent learning skills. Submission date approx. Week 24	4,6	40.00	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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
Total Hours		7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BRLMB_B	Bachelor of Business(Honours) in Management	3	Elective