

Module Title:	Entrepreneurship
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This module will be delivered using a variety of teaching and learning strategies including lectures, tutorials, group learning activities and guest lectures. The development and enhancement of students' communication skills will be facilitated through class and group interaction.
Module Aim:	The aim of the module is to introduce the students to the concept of Entrepreneurship and the promotion and development of entrepreneurial conduct in the IT sector in Ireland. An examination of the key strategic issues involved will provide the students with the necessary theoretical knowledge to develop innovation and entrepreneurial practices in IT companies.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define the characteristics, traits and attributes of an entrepreneur.
LO2	Define the role of an Entrepreneur in the IT sector in Ireland and evaluate the Entrepreneurial process.
LO3	Appraise and evaluate the management and marketing strategies in a new enterprise.
LO4	Identify and evaluate the supports and sources of finance for Entrepreneurs in Ireland.
LO5	Comprehend the legal issues involved in setting up a new business venture.
LO6	Formulate, appraise and present a business plan for a new venture.

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, traits and attributes of an Entrepreneur; The role of the Entrepreneur in the IT sector in Ireland.

New Business Planning & Strategy

Lean start-ups; Business planning process; Business Model Canvas; Outline & format of a business plan; Managing a new business venture; Marketing in a new enterprise.

The Legal and Regulatory Environment

Legal structures for organisations, their formation and characteristics; Legal protection for patents, copyright and trademarks.

Supports for Entrepreneurs

Enterprise Ireland; Local Enterprise Office; Leader Programmes; Networks and Alliances; Financial Services Institutions.

Sources of finance for a new venture

Types of finance; Sources of finance; Financial Management.

Financial statements and Budgeting

Financial statements and their interpretation; Purpose of budgets; Budget setting process; Preparation of budgets.

Business Plan

The importance of business planning; The business planning process; structure, layout and preparation of a business plan.

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	80.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	Written class tests at the end of key sections will be used to assess student learning.	1,2,3,4,5	20.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will be required to complete a number of small projects throughout the year. A typical project may involve pitching a business idea; producing a business Model Canvas or producing a poster to be targeted at potential investors or a chosen market segment.	2,3,4,5	40.00	n/a
Project	Students will be required to develop, formulate and present a business plan.	6	40.00	Week 30

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	2.00
Independent Learning	Every Week	1.50
Total Hours		3.50

