

Module Title:	Entrepreneurship
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	1 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 some of the key strategic issues in relation to new venture creation in Ireland. Students 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 enterprise in Ireland.
LO2	Appraise and evaluate 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	Develop and appraise a business plan for an entrepreneurial new venture.
LO5	Demonstrate an awareness of the legal and intellectual property issues involved in new venture creation.

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.
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	A review of relevant case studies relating to new entrepreneurial ventures	1,2,3,5	20.00	n/a
Presentation	A presentation on a chosen entrepreneur 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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	3.00
Independent Learning	30 Weeks per Stage	4.00
Total Hours		210.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	3.00
Total Hours		4.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWCHS_B	Bachelor of Arts (Honours) in Culture & Heritage Studies	4	Mandatory