

Module Title:	Enterprise Development I
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	The learning outcomes detailed below will be achieved through the following teaching methodologies: Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises – students and will work together to create solutions to small business issues. Group work - Creativity techniques workshops will be used to develop creative ideas to identify business opportunities, which will then be researched, presented, analysed and justified. Case Studies – cases will be used to investigate small business issues and to develop students critical thinking skills 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-Directed Independent Learning – the emphasis on independent learning should 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. Furthermore, it challenges students to engage with small business issues and problems.
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 the role of enterprise in economic development.
LO2	Critique the entrepreneur and the Entrepreneurial personality.
LO3	Explain and apply creativity techniques and assess the innovation process.
LO4	Analyse issues relating to small business.
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 (15%)

• Defining the entrepreneur • The impact of industrial policy on enterprise in Ireland • The importance of enterprise to a modern economy

The Entrepreneur (15%)

• Entrepreneurial personality and characteristics. 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.

Creativity and Innovation (40%)

• Enablers & barriers to creativity and innovation • The creative process. • Necessity and innovation. • The innovation process. • 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.

Problems relating to small business (20%)

• Management of small ventures, financing, regulatory burden, innovation, access to information.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Analysis report	2	20.00	Week 4
Essay	Research report	1,4	30.00	Week 7
Practical/Skills Evaluation	Explain and apply creativity techniques.	3	50.00	Week 12

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

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer-Supervised Learning (Contact)	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

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	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	7	Elective
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	7	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	7	Elective
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	8	Elective