

# ENTR C1701: Managing an Enterprise

Module Title:     Managing an Enterprise       Language of Instruction:     English       Credits:     5       NFQ Level:     6				
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Module Delivered In         3 programme(s)				
	e style combined with case analysis. Students will also engage erstanding of the concepts covered. Theory will be o material where relevant.			
	with an in depth introduction to the functions of management with the capability of developing a basic business plan.			
Learning Outcomes				
On successful completion of this module the learner should be able to:				
LO1 Outline the planning process in organisations				
LO2 Provide an explanation of leadership				
LO3 Describe the aspects of organisational structure				
LO4 Provide an explanation of the control mechanisms in organisat	ons			
LO5 Demonstrate an appreciation of entrepreneurship				
Pre-requisite learning				
Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolme	ent in this module.			
No recommendations listed				
<b>Incompatible Modules</b> These are modules which have learning outcomes that are too similar to the learning outcomes of this module.				
No incompatible modules listed				
Co-requisite Modules				
No Co-requisite modules listed				
<b>Requirements</b> This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.				
No requirements listed				



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### **Module Content & Assessment**

### Indicative Content

### Planning

• The nature and importance of planning • Types of planning – operational, tactical and strategic. • The planning process • Business level planning • Corporate level planning

### Leadership

• Definition of leadership and the process of leadership • The difference between leadership and management • Leadership theories

## Motivation

• Defining and explaining motivation • Content theories of motivation • Process theories of motivation

Components of organisational structure • Universal approaches to organisational design • Contingency approaches to organisational design

Control
• The nature and importance of control • Methods of control • Stages in the control process • Effective control

Entrepreneurship • Entrepreneurs and entrepreneurship • Starting a business • Idea generation • Feasibility study • Business Plan • Sources of finance

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	30.00%
Practical	20.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Written essays to demonstrate an in depth understanding of planning, leadership, organisation and control.	1,2,3,4	50.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Business Plan	5	30.00	n/a

Practical				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Presentation of business plan	5	20.00	n/a
No End of Module Formal Examination				

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



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## Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
	Total Hours	125.00
Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Independent Learning	15 Weeks per Stage	2.97
Lecture	12 Weeks per Stage	1.50
	Total Hours	62.50

## Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	2	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	2	Mandatory
CW_BWBUS_C	Higher Certificate in Business	2	Mandatory