

Module Title:	Rural Entrepreneurship
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
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 learner learning to enhance their understanding of the subject. Class and group interaction will also serve to help develop learners' comprehension and communication skills.
Module Aim:	To introduce learners to the concept of Entrepreneurship and to examine some of the key strategic issues in relation to new venture creation in the agribusiness sector in Ireland. Learners 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 the context of an Agriculture related enterprise in Ireland
LO2	Critically draw and evaluate key management and marketing strategies in new enterprise
LO3	Identify and evaluate the support and sources of finance available to new business starts ups in the agribusiness sector
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 and development • Innovation and Entrepreneurship • Entrepreneurship in the Agribusiness sector
New Business Planning • The importance of business planning • The business planning process • Definition of a business plan • Outline and format of a business plan • Setting up an agribusiness in Ireland
Finance for New Ventures • Sources of finance • Working capital and cash management • Government and state supports available for setting up an agribusiness 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	60.00%
End of Module Formal Examination	40.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	A review and evaluation of relevant case studies in the agribusiness sector	5	20.00	n/a
Other	The development, formulation and presentation of a business plan	4	40.00	n/a

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Terminal Examination	1,2,3	40.00	End-of-Semester

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	3.67
Total Hours		200.00

