ENTR H4306: Enterprise

Module Title:	Enterprise
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - students may work as part of a team and will work together to resolve various enterprise scenarios. 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-Direct Independent Learning - the emphasis on independent learning will 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 and the need for industrial policy to create the necessary environment and support infrastructure for entrepreneurial activity. It emphasises the critical role of the creative & innovation processes within enterprise. The module also aims to enable the student to assess the entrepreneurial personality and to explain the main legal and financial issues relevant to small business. The module will also assess the use of idea generation tools and innovation in the corporate setting.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Critically appraise the importance of new business ventures to a modern economy and explain the conditions necessary for successful new venture creation and growth.
LO2	Evaluate the characteristics and traits of a successful entrepreneur.
LO3	Explain the creative and innovation processes in small business and corporate environments.
LO4	Identify and explain the main issues affecting small business and synthesise solutions for small business problems.
LO5	Explain the development of the business opportunity and growth of the small firm.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *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
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
L7 degree or equivalent

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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 role of enterprise in economic development in Ireland
Creativity and Innovation (15%) • Enablers & barriers to creativity and innovation • The creative process. • Necessity and innovation. • The innovation process. • Promoting creativity in primary, second level, and tertiary education. • International experiences in creativity education. • Building a capacity for creativity & innovation.
Supports for new enterprises (20%) • The supports available for enterprise creation and development
Financing and Entrepreneurial Ventures (15%) • Sources of finance, equity and debt, seed capital, venture capital, long and short term finance. • Relationships with investors. • Assessment of entrepreneurial proposals. • Analysing company accounts, key performance indicators. Company valuation. • Sales forecasting • Forecast Income statements • Projected Balance Sheet. • Cash flow forecasts • Cash management, cash flow analysis and reporting.
Legal Considerations (5%) • Different types of company, sole traders, partnerships, limited companies. • Memorandum and articles of association, company registration, company law, duties of directors, company secretary, filing accounts, taxation, insurance, joint venture agreements, contracts, receivership and liquidation.
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.
Growth (10%) • Entrepreneurial and growth firms. • Factors leading to growth, managing growth and renewal, growth models. • Innovation and entrepreneurship.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Case Studies	Individual or Group assessments with independent elements to be initiated in term 1 and continuing through the year. Builds independent learning skills. Assessment types will be diverse, embracing primary research, secondary research, case studies, case examples, presentations.	1,2,3,4,5	100.00	n/a

No Project

No Practical

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	Every Week	3.00
Independent Learning Time	Every Week	4.00
	Total Hours	7.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
	Total Hours	7.00