ENTR C1701: Managing an Enterprise

Module Title:	Managing an Enterprise
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	3 programme(s)

Teaching & Learning Strategies:	The main focus of the classes will be a lecture style combined with case analysis. Students will also engage in class/group discussions to deepen the understanding of the concepts covered. Theory will be supplemented using guest speakers and video material where relevant.

Module Aim:	The aim of this module is: to provide students with an in depth introduction to the functions of management and their application; and to provide students 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 organisations
LO5	Demonstrate an appreciation of entrepreneurship

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.*
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
Organising • 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