



<b>Title:</b>	Introduction to Micro Business <b>APPROVED</b>
<b>Long Title:</b>	Introduction to Micro Business
<b>Module Code:</b>	MGMT6047
<b>Duration:</b>	1 Semester
<b>Credits:</b>	5
<b>NFQ Level:</b>	Fundamental
<b>Field of Study:</b>	Business & Management
<b>Valid From:</b>	Semester 1 - 2018/19 ( September 2018 )
<b>Module Delivered in</b>	<a href="#">2 programme(s)</a>
<b>Module Coordinator:</b>	CAROLINE O REILLY
<b>Module Author:</b>	Sharon Lehane
<b>Module Description:</b>	A focus on start ups and micro businesses operating within the Irish food sector. Students will make comparisons to the large Irish food producers using case studies. Conduct an analysis on how these local food producers initially set up and the supports available to assist them as well as obstacles encountered.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Analyse the steps involved in launching a micro business in the food sector.
LO2	Identify the potential sources of aid available to start ups.
LO3	Outline and describe the role and characteristics of entrepreneurs.
LO4	Illustrate the strengths, weaknesses, opportunities and threats facing small businesses operating in the Irish food sector.
LO5	Investigate the contribution of large companies to the agri food sector.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

**Module Content & Assessment**

**Indicative Content**

**Micro business**

Characteristics; business set up; registration process; entrepreneurial personality; characteristics; traits

**Micro finance**

Grant aid; LEO supports; mentoring; clustering programmes

**SWOT analysis**

Strengths; weaknesses; opportunities; threats industry analysis; application to micro business in the food sector; site visit to farmers market; artisan producers

**Large food producers**

Case analysis of large food producers; comparison to micro business; product; marketing activities; pricing; business challenges in fast changing environment

**Assessment Breakdown**

Course Work

%

100.00%

**Course Work**

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Written Report	Present a progress report on work to date for a chosen micro business in the food sector	1,3,4	40.0	Week 6
Presentation	Prepare a presentation in groups on an established micro food business. Presentation brief and teams will be circulated in week 3	1,2,3,4,5	60.0	Sem End

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based instruction	3.0	Every Week	3.00
Independent Learning	Self directed learning	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

<b>Workload: Part Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based instruction	2.0	Every Week	2.00
Independent Learning	Self directed learning	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

## Module Resources

### Supplementary Book Resources

- John J Lynch & Frank W Wood, *Understanding Business In Ireland*, Purple Foot Publishing [ISBN: 0953166716]
- Oonagh Monahan 2013, *Money for Jam - The Essential Guide to Starting Your Own Small Food Business*, Oak Tree Press Cork [ISBN: 9781781190906]
- Claire Capon 2009, *Understanding the Business Environment*, 3 Ed., Prentice hall UK [ISBN: 9780273708148]

### Supplementary Article/Paper Resources

- Lisa O'Riordan & Aisling Ward 2014, *An Exploration of the Role of Food Tourism in Sustaining Cultural Authenticity in Irealnd*, Irish Business Journal, Vol 9, No 1, 42 [ISSN: 1649-7120]

### Other Resources

- Website: Local Enterprise Office 2015, *Local Enterprise Office*  
<http://www.leo.ie>
- Website: *Glanbia*  
<http://www.glanbia.ie>
- Website: *Dairygold*  
<http://www.dairygold.ie>
- Website: 2015 *Mahon Point Farmers Market*  
<http://www.mahonpointfarmersmarket.com>
- Website: 2015 *Slow Food East Cork*  
<http://www.slowfoodireland.com>
- Website: 2015 *Food Safety Association of Ireland*  
<http://www.fsai.ie>

**Module Delivered in**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
CR_BBUSS_7	<a href="#"><u>Bachelor of Business</u></a>	1	Elective
CR_BBUSS_6	<a href="#"><u>Higher Certificate in Business</u></a>	1	Elective