



Title:	Entrepreneurial Mindset APPROVED
Long Title:	Entrepreneurial Mindset
Module Code:	MGMT6053
Duration:	1 Semester
Credits:	5
NFQ Level:	Fundamental
Field of Study:	Business & Management
Valid From:	Semester 1 - 2019/20 (September 2019)
Module Delivered in	7 programme(s)
Module Coordinator:	CAROLINE O REILLY
Module Author:	Lisa Murphy
Module Description:	This is a fun, engaging and interactive module that provides learners with a close-up view of how an entrepreneur thinks, acts and views the world and the kinds of competencies, character traits and behaviours they rely on. Through this module, students will meet entrepreneurs, hear their stories and find out about how they influence society and the economy. Students will explore the link between creativity and entrepreneurship and apply creative thinking and idea generation tools and techniques to solve problems and generate new ideas. Entrepreneurship as a career path will also be explored. Students will identify their own entrepreneurial potential and will learn how to develop their own "entrepreneurial mindset" which is a way of thinking valued by employers and important to career and personal development.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Examine the role and contribution of entrepreneurship within a business economy and society in general.
LO2	Explain the 'what', 'who' and 'how' of entrepreneurship.
LO3	Discuss the stages, issues and challenges that face the entrepreneur when setting up and growing an enterprise.
LO4	Apply techniques for problem solving and creativity, idea generation, screening ideas and choosing the best option.
LO5	Identify entrepreneurial potential at an individual level.
LO6	Compare and contrast employee and entrepreneurial career paths.
Pre-requisite learning	
Module Recommendations	
<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>	
Incompatible Modules	
<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	
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. You may not enrol on this module if you have not acquired the learning specified in this section.

No requirements listed

Module Content & Assessment

Indicative Content

Introduction to Entrepreneurship

What is entrepreneurship? Different types of entrepreneurs. Economic, social and political contributions. Social Entrepreneurship.

The Individual Entrepreneur

The nature of the entrepreneur; background, mindset, competencies, characteristics and motivations.

Stages of Business Start-Up

Stages involved, issues and challenges in setting up and scaling an enterprise. Government funding and supports.

Opportunity Recognition and Idea Generation

Creativity and the business idea; sources of new ideas, methods for generating ideas and screening, creative problem solving, case studies.

Self Audit of the Student's Aptitude for Entrepreneurship

Self assessment of the student's personality profile, career intentions, aptitudes, skills and self image. Attempt to assess his/her suitability for enterprise. Reflection on career direction-self employed versus employed.

Entrepreneurial Case Studies

Entrepreneurial stories and guest speakers, covering a diverse range of business types and industry sectors.

Assessment Breakdown

%

Course Work

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Assessment of a specific entrepreneur and preparation of report based on findings.	1,2	30.0	Week 5
Project	In groups students work on solving a problem through applying creativity and idea generation tools and techniques. The solution is presented by each group in class.	3,4	40.0	Week 9
Project	A written assessment of the learner's perspective of their personal entrepreneurial skills and aptitude for entrepreneurship. How could these skills be applied in a work environment.	5,6	30.0	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

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Lecturer delivery of course material and involvement of guest speakers.	2.0	Every Week	2.00
Lecturer-Supervised Learning (Contact)	One-to-one contact with groups.	1.0	Every Week	1.00
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

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Lecturer delivery of course material and involvement of guest speakers.	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	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

Recommended Book Resources

- Peggy A.Lambing & Charles R.Kuehl 2014, *Entrepreneurship*, 4th Ed., Pearson UK [ISBN: 101292040009]
- David A Gibson 2010, *The Streetwise Guide to Being Enterprising*, 1st Ed., Oak Tree Press Ireland [ISBN: 9781904887324]
- David.A Gibson 2010, *The Streetwise Guide to being Enterprising Workbook and Journal*, 1st Ed., Oak Tree Press Ireland [ISBN: 9781904887331]
- Thomas M.Cooney 2010, *Irish Cases in Entrepreneurship*, 2nd Ed., Blackhall Publishing Ireland [ISBN: 9783838355641]

Supplementary Book Resources

- R.Hisrich, M.Peters & D.Shepherd 2012, *Entrepreneurship*, 9th Ed., McGraw-Hill International USA [ISBN: 0078029198]
- Tony Wagner 2012, *Creating Innovators; the making of young people who will change the world*, 1st Ed., Scriber New York [ISBN: 1451611498]
- James Dyson 2003, *Against the Odds: An autobiography*, 2nd Ed., Texere New York [ISBN: 1587991705]
- Walter Isaacson 2011, *iSteve: The Book of Jobs*, 1st Ed., Simon and Schuster USA [ISBN: 14516485537]
- Nicole M.Quarles-Thomas 2012, *Think Career!*, 1st Ed., Trafford UK [ISBN: 9781466922884]
- Nicolas Lore 2012, *The Pathfinder: How to choose or change your career for a lifetime of satisfaction and success*, 1st Ed., Touchstone USA [ISBN: 9781451608328]
- Cecilia Hegarty 2011, *Cases in Business and Social Enterprise*, 1st Ed., Oak Tree Press Ireland [ISBN: 9781904887492]
- Brian O'Kane 2010, *Starting a Business in Ireland*, 6th Ed., Oak Tree Press Ireland [ISBN: 9781904887379]

Recommended Article/Paper Resources

- Steve Blank 2013, *Why The Lean Start-Up Changes Everything*, Harvard Business Review [ISSN: R1305C-PD]

Other Resources

- Website: *Rubicon Incubation Centre CIT*
<http://www.rubiconcentre.ie>
- Website: *Enterprise Ireland*
<http://www.enterprise-ireland.com>
- Website: *Startups*
<http://www.startups.ie>
- Website: *Ernst and Young*
<http://www.eoy.tv>
- Website: *Stanford University*
<http://www.ecorner.stanford.edu>
- website: *Bank of Ireland*
<http://www.think-business.ie>
- Website: *MaRS Discovery District*
<http://marsdd.com>
- Website: *Steve Blank Entrepreneur*
<http://steveblank.com>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BBUSS_7	<u>Bachelor of Business</u>	3	Group Elective 1
CR_BIBLA_8	<u>Bachelor of Business (Honours) in International Business with Language</u>	4	Mandatory
CR_BMRKT_8	<u>Bachelor of Business (Honours) in Marketing</u>	2	Mandatory
CR_OBARM_7	<u>Bachelor of Business in Beverage Industry Management</u>	2	Mandatory
CR_BBTCO_7	<u>Bachelor of Business in Business Technology and Communications</u>	2	Elective
CR_OCULA_7	<u>Bachelor of Business in Culinary Arts</u>	2	Mandatory
CR_BBUSS_6	<u>Higher Certificate in Business</u>	3	Elective