



Title:	Enterprise Development Project APPROVED
Long Title:	Enterprise Development Project
Module Code:	MGMT7080
Duration:	1 Semester
Credits:	5
NFQ Level:	Intermediate
Field of Study:	Business & Management
Valid From:	Semester 1 - 2016/17 (September 2016)
Module Delivered in	1 programme(s)
Module Coordinator:	CAROLINE O REILLY
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Module Description:	This module allows students to form teams and explore a business opportunity or idea, pitch their idea to a panel in a local start-up incubator and complete some fundamental market research and analysis to assess its viability for further business development.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Apply idea generation tools and techniques to generate a business opportunity or idea.
LO2	Conduct basic primary and secondary market research to establish market demand for a product or service.
LO3	Identify and evaluate the sources of private and public supports and finance available to start-ups.
LO4	Apply basic financial analysis to establish financial viability for a business venture.
LO5	Develop communication skills through the process of arguing the business case in a pitch presentation.
LO6	Update the feasibility analysis to accommodate feedback and supplementary intelligence gathering and complete the assessment of the commercial viability of pursuing a business venture.
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 <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

Introducing the Feasibility Plan

Definition, scope and value of feasibility plans, writing and evaluating the feasibility plan. Case studies.

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.

Market Research

Approaches to Primary and Secondary Market Research. Sources of information. Market analysis; exploring industry and competitor profiles and customer/end user needs. Sizing the opportunity and routes to market. Positioning and the marketing mix.

Introducing the Business Model Canvas

Lean start-up. Business Model Canvas exploration, application & development.

Financing the New Venture

Sources of public and private funding for the start up; government funding, bank loans, business angels, venture capital.

Financial Planning

Pricing. Sales Forecasting. Profit and Loss. Balance Sheet. Cash Flow.

Intellectual Property Rights

The legal form options of the new venture. Intellectual Property Rights; patents, trademarks, copyright protection and licensing agreements.

Sources of Support

Enterprise Support Agencies at local and national level. Finding and using the appropriate supports.

Presenting the Business Case in a Pitch Presentation

Creating and structuring a winning pitch presentation.

Assessment Breakdown

%

Course Work

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Conduct an idea generation exercise to generate a list of potential business ideas. Pitch the ideas to a panel in a local start-up incubator.	1	20.0	Week 4
Written Report	Preliminary assessment of the commercial feasibility of a proposed business venture based on a business opportunity or idea. Prepare a draft of the commercial feasibility report in order to receive feedback.	2,3,4	25.0	Week 7
Presentation	Presentation assessing commercial feasibility. In-class debate of the merits/demerits of another group's feasibility study.	5	25.0	Week 12
Written Report	Complete the feasibility report.	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	Delivery of course material and involvement of guest lecturers	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 study and research	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	Delivery of course material and involvement of guest lecturers.	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	Self-directed study and research.	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

- Ron Immnick & Brian O'Kane 2009, *Starting your own Business; A workbook*, 3rd Ed., Oak Tree Press Ireland [ISBN: 9781904887355]

Supplementary Book Resources

- Kathleen Allen 2015, *Launching New Ventures, an Entrepreneurial Approach*, 7th Ed., Cengage Learning [ISBN: 9781305102507]
- Joseph Tidd and John Bessant 2015, *Innovation and Entrepreneurship*, 3rd Ed., Wiley [ISBN: 9781118993095]
- Eris Ries 2011, *The Lean Start-Up; How constant innovatio creates radically successful businesses*, 1st Ed., Portfolio Penguin [ISBN: 9780670921607]
- David A. Gibson 2010, *The Streetwise Guide to Being Enterprising*, Oak Tree Press Ireland [ISBN: 9781904887324]
- Thomas M. Cooney 2010, *Irish Cases in Entrepreneurship*, Blackhall Publishing Ireland [ISBN: 9783838355641]
- Bernard O'Hara 2011, *Entrepreneurship in Ireland*, 1st Ed., Gill and Macmillan Ireland [ISBN: 9780717149766]

Supplementary Article/Paper Resources

- *Journal*, International Small Business Management
- *Journal*, Journal of Small Business Venturing

Other Resources

- Website: *Enterprise Ireland*
<http://www.enterprise-ireland.com>
- Website: *CIT Rubicon Centre Incubator*
<http://www.rubiconcentre.ie>
- Website: *Stanford University Entrepreneurship Corner*
<http://ecorner.stanford.edu>
- Website: *Ernst and Young Entrepreneur of the Year Resources*
<http://www.eoy.ie>
- website: *Irish based site for Entrepreneurs*
<http://www.startups.ie>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BBUSS_7	Bachelor of Business	5	Elective