

Module Documentation



MGMT06035

Business Start-up

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MGMT06035 Business Start-up

Short Title	Business Start-up		
Full Title	Business Start-up		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Maureen Melvin	Department	Business
Official Code	MGMT06035	NFQ Level	06
		ECTS Credit	05

Module Description

This is an introductory module, which aims to provide students with the fundamental requirements involved in setting up a business.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Explain the different types of business ownership and their legal forms
2. Describe the role of business planning and the links to the external environment
3. Identify the fundamental role of entrepreneurship and the main characteristics of entrepreneurs
4. Understand the crucial role of the key business functions (financial, sales/marketing, and operations) involved in business start-up
5. Explore the elements involved in identifying product or service opportunities

Assessment Strategies

100% CA

For example:

Written project where students will be expected to research a business idea for a product or service and prepare a presentation on their findings.

Assessment Facilities

None

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Types of business and the legal form of ownership: (20%)

- Sole Proprietorship /Sole Trader
- Partnership
- Limited / unlimited company
- Social businesses/enterprises
- Choosing business name and registering your business
- Legal requirements

Business Planning: (25%)

- Essential elements in constructing a business plan
- How to conduct a SWOT analysis for the business
- How to conduct an industry analysis for entering new/emerging markets

Business Opportunities: (25%)

- Generating business ideas process
- Innovation and creativity
- Business acquisition and interactions
- Defining the business product or service
- Franchising
- Government/Agency support
- Patents
- Nature of entrepreneurship

Business Areas: (30%) Finance and Accounting:

- The role of finance in business start-up
- The role of accountants and auditors in a business
- Financial reports
- Product/service pricing
- Budgeting (functional budget and cash management)
- How to acquire funding for a business

2. Operations:

- The role of operations in business start-up

- Operations performance
- Products/services provision and production costs
- Production technology (skills, equipment, etc.)

3. Sales & Marketing:

- The role of sales and marketing in business start-up
- Understanding the marketing mix, market research, and branding
- Define the existing markets; recognise gaps in the market place and the competition

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Report Presentation of findings which allows directive and formative feedback	1,2,3,4,5	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture/workshop	2	Weekly	2.00

Total Average Weekly Learner Workload 2.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture/workshop	3	Weekly	3.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Immink, B., & O'Kane, B., (2010), *Starting Your Own Business in Ireland*, 3 rd edition, Oak Tree Press

Module Alternate Book Resources

None

Module Other Resources

Bridge, S., O'Neill, K., Martin, F., (2008), *Understanding Enterprise, Entrepreneurship and Small Business*, Palgrave MacMillan

Carter, S., Jones-Evans, D. (2006), *Enterprise and Small Business: Principles, Practice and Policy*, Pearson/Prentice Hall

Cooney, T.M. and Hill, S. (Editors) (2002) - *'New Venture Creation in Ireland'* – Oak Tree Press

Cooney, T.M. (Editor) (2005) - *'Irish Cases in Entrepreneurship'* – Blackhall Publishing, Dublin

Cooney, T.M. (2010), *'Fast-Growth Firms and Entrepreneurial Teams'* – Lambert Academic Publishing

Cooney, T.M. (2010), *'Entrepreneurship Cases: Looking Beyond Commercial'* – Lambert

Academic Publishing

Cooney, T.M. (2011), *'Cases in European Entrepreneurship'* – Dublin Institute of Technology.

Domegan, C., & Fleming, D., (2007), *Marketing Research in Ireland – theory and practice*, Gill & Macmillan, Dublin

Gibson, D., (2010), *The Streetwise Guide to Being Enterprising: Increase Your Career, Business or Social Enterprise Prospects by Using the e-Factor*, Oak Tree Press

Henry, C., & McGowan, P., (2007), *Irish Cases in Entrepreneurship*, Volume II, Blackhall Publishing, Ireland

O'Hara, B., (2011), *Entrepreneurship in Ireland*, Gill & Macmillan, Dublin

O'Gorman, C., & Cunningham, J., (2007), *An Introduction to Entrepreneurship in an Irish Context.*, Oak Tree Press

Starting a Business in Ireland: A Comprehensive Guide and Directory, Dublin: Oak Tree Press

Zimmerer, T., Scarborough, N., Wilson, D., (2008), *Essentials of entrepreneurship and small business management*, Pearson/Prentice Hall

Module URLs

None

Additional Information

None

Approval Information

School Approval by Carmel Brennan on 07-02-2013

Academic Council on 13-05-2013

Programme Membership

Code	Intake Year	Programme Title
GA_BBUSG_E06	201200	Certificate in Business
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBUSG_B07	201500	Bachelor of Business
GA_BBUSI_C06	201500	Higher Certificate in Business
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales

GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
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