

Module Documentation



MGMT06045

Introduction to Entrepreneurship

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MGMT06045

Introduction to Entrepreneurship

Short Title	Intro to Entrepreneurship		
Full Title	Introduction to Entrepreneurship		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Ivan McPhillips	Department	Business
Official Code	MGMT06045	NFQ Level	06
		ECTS Credit	05

Module Description

This module aims to provide the learner with a basic understanding of the role of Entrepreneurs and the importance of entrepreneurial behaviour. The module introduces the learner to the entrepreneurial mind-set, the nature of entrepreneurship and the entrepreneurial process giving a solid grounding on the fundamentals of entrepreneurship.

Learning Outcomes

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

1. Discuss the role of entrepreneurs and the entrepreneurial mind-set in business
2. Discuss the entrepreneurial process
3. Explain how entrepreneurial behaviour can affect organisational success or failure
4. Examine entrepreneurial activity in Ireland
5. Explain the supports in place for entrepreneurs and small business in Ireland
6. Explore a range of contemporary issues in the field of entrepreneurship

Teaching and Learning Strategies

Lectures, videos, quizzes, workshops, discussions, the use of case studies, independent reading, group work

Assessment Strategies

The assessment strategy will be in line with the GMIT Marks and Standards.

The assessment will consist of a continuous assessment worth 30% in the form of a written report and an end of semester examination worth 70%.

Repeat Assessment Procedures

The Repeat Assessment will consist of a 2 hour examination.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Entrepreneurship:

- Definition, role, characteristics and motivations of entrepreneurs
- The individual entrepreneur and the entrepreneurial mind-set
- The nature of entrepreneurial opportunity
- Entrepreneurial activity in Ireland; Supports for Entrepreneurs
- An Introduction to Social Entrepreneurship/Minority
- Contemporary Issues including inter alia female entrepreneurship, enterprise education, ethics

The Entrepreneurial Process:

- Introduction to creativity and idea generation
- New Venture Creation basics
- Business Plans
- Understanding business success and failure
- Internationalisation

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Case study on Entrepreneurial activity	4,5	30	Week 9

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5,6	70	End of Semester

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
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	2	Weekly	2.00
Tutorial	Flat Classroom	Tutorial	1	Weekly	1.00

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

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

De Bono, E. (1970) *Lateral Thinking*, Penguin Books London

De Bono, E. (1992), *Serious Creativity: using the power of lateral thinking to create new ideas*, Harper Collins London

Estrin, Judy 2008, *Closing the Innovation Gap 2 Reigniting the Spark of Creativity in a Global Economy*, 1st Ed., McGraw-Hill [ISBN: 0071499873]

Burns.P.2007, *Entrepreneurship and Small business*, 2nd Ed., Palgrave, New York

Barringer, B.R., (2012), *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education.

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

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.

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

Longenecker, J.G., Petty, J.W., Palich, L.E., & Moore, C.W.,(2010), *Small Business Management: Launching and Growing Entrepreneurial Ventures*, 15th ed., Mason, OH:South-Western Cengage Learning.

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

Module Alternate Book Resources

None

Module Other Resources

DVD Film/Documentary Enron: The Smartest Guys in the Room, April 2005

DVD Film/Documentary November 2012The film, *Together: How Cooperatives Show*

Resilience to the Crisis, was produced by CECOP-CICOPA Europe in the framework of the UN-proclaimed International Year of Cooperatives

Module URLs

www.startingabusinessinireland.com

Irish Patents Office www.patentsoffice.ie

Social Entrepreneurs Ireland www.socialentrepreneurs.ie

www.forfas.ie/socialenterprise

Additional Information

None

Approval Information

School Approval by Carmel Brennan on 01-04-2015

Academic Council on 01-04-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBUSG_B07	201500	Bachelor of Business
GA_BBUSI_C06	201500	Higher Certificate in Business
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems