

# Module Documentation



**MGMT07055**

New Venture Creation

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## MGMT07055 New Venture Creation

Short Title	New Venture Creation		
Full Title	New Venture Creation		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Ivan McPhillips	Department	Business
Official Code	MGMT07055	NFQ Level	07
		ECTS Credit	05

### Module Description

This module helps the Learner understand the key attributes associated with creative thought. There is an emphasis on the development of transferable skills such as team building and the practical steps in new idea creativity, generation and evaluation. The Learner, on successful completion of this module, will be able to develop a full business plan on their idea in the New Venture Planning module.

### Learning Outcomes

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

1. Interpret idea generation tools and techniques to develop creative ideas
2. Discuss the barriers to creativity at an individual and organisational levels
3. Develop team building skills by working in teams in developing creative ideas
4. Apply screening tools for potential ideas
5. Assessing the potential viability of ideas using evaluation tools and techniques

### Teaching and Learning Strategies

A variety of learning and teaching methods will be used in this module including:

Lectures, small group tutorials, use of the internet, Guest speakers, guided reading, discussion and self-directed reading

### Assessment Strategies

The module will be assessed by a Group Project (50%), Presentation (20%) and a class based assessment (30%)

### Repeat Assessment Procedures

The Repeat Assessment will consist of a 2 hour final exam.

### Module Dependencies

## Prerequisite Modules

None

## Corequisite Modules

None

## Incompatible Modules

None

## Indicative Syllabus

The Nature of Creativity

Creativity as a process

Challenges and barriers to creativity

Idea Generation and Problem Solving techniques

Effective Team Work and Creativity

Screening techniques for identifying potential opportunities

Evaluating the potential viability of ideas

## CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

## Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class based assessment	1,2	30	Week 8
Group Project on evaluation of possible idea	3,4,5	50	Week 12
Presentation	2,4,5	20	Week 13

## 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
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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	Flat Classroom	Lecture	2	Weekly	2.00
Workshop	Flat Classroom	Tutorial workshop	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

Prather ,C. (2010), *Managers Guide to fostering Innovation and creativity in teams*, 1st Ed., McGraw Hill [ISBN: 978007162797]

Smith, D. (2010) *Exploring Innovation*, 2nd Ed., McGraw Hill Education London [ISBN: 9780077121235]

- de Bono, E. (1985) *Six thinking hats*, Penguin Toronto [ISBN: 014013784X]
- Dahlen, M. (2008) *Creativity: unlimited thinking inside the box for business formation*, John Wiley and Son
- BURNS, P., 2011. *Entrepreneurship and small business; start up, growth and maturity*. 3rd ed. Basingstoke: Palgrave Macmillan
- DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. Maidenhead: McGraw-Hill Higher Education
- STOKES, D. and WILSON, N., 2010. *Small business management and entrepreneurship*. 6th ed. Andover : South-Western Cengage Learning
- VON STAMM, B., 2008. *Managing innovation, design and creativity*. 2nd ed. Chichester: Wiley
- 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. 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.
- 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
- 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 Alternate Book Resources

None

#### Module Other Resources

None

#### Module URLs

- [www.edwdebono.com/](http://www.edwdebono.com/)
- [www.designinnovation.ie](http://www.designinnovation.ie)
- [www.tedtalks.com](http://www.tedtalks.com)
- [www.mindtools.com](http://www.mindtools.com)

#### 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_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BWITH_H08	201500	Bachelor of Business (Honours) with a European Language
GA_BRURA_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-business
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BRURA_B07	201500	Bachelor of Business in Rural Enterprise and Agri-business

GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BWITH_B07	201500	Bachelor of Business with a European Language
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management
GA_BRUAG_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07	201500	Bachelor of Business in Rural Enterprise and Agri-Business
GA_SAGRG_B07	201500	Bachelor of Science in Agriculture and Environmental Management
GA_BCREG_S07	201500	Certificate in Creative Enterprise
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management