

# Module Documentation



**MGMT07056**

New Venture Planning

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# MGMT07056

## New Venture Planning

Short Title	New Venturing Planning		
Full Title	New Venture Planning		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Ivan McPhillips	Department	Business
Official Code	MGMT07056	NFQ Level	07
		ECTS Credit	05

### Module Description

The module introduces Learners to the business planning process and they learn to plan a project around key milestones and concepts, including the essential skill of raising finance and gathering talent. The different options of how to protect Intellectual Property are explored.

The module teaches the Learner the key skills and principles required to fund a start-up and manage and support a new venture.

Learners will be broken into individuals or teams and will be asked to research and present and defend a detailed Business Plan for a proposed new venture idea.

The proposed new venture idea can have been identified in the New Venture Creativity module covered by the Learner previously.

### Learning Outcomes

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

1. Describe and distinguish between different types of intellectual property ownership
2. Demonstrate an understanding of how to plan for the launch of a new venture
3. Research, produce and present a detailed business plan for a new venture idea
4. Analyse a new venture from the perspectives of investors and funding bodies
5. Give a persuasive presentation on a new venture proposal to a potential investor

### Teaching and Learning Strategies

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

Lectures, small group tutorials, workshops, case studies, guest speakers, guided reading, discussion and self-directed reading

### Assessment Strategies

The main assessment of this module will be where Learners will be broken into teams and will be asked to research and present and defend a detailed Business Plan for a proposed new venture idea.

#### Repeat Assessment Procedures

The Learner will be requested to research and present a detailed Business Plan for a proposed new venture..

#### Module Dependencies

##### Prerequisite Modules

None

##### Corequisite Modules

None

##### Incompatible Modules

None

#### Indicative Syllabus

The Business Plan structure, content, language and style

State and EU supports for Enterprise and Government policy

Loan finance and negotiating with banks

Raising equity

Crowd Financing

Negotiating multiple rounds of equity

Financing, Growing and developing the enterprise

Intellectual Property Ownership: Patents, Copyrights, Trade Marks, Industrial Design and Know-How

Valuing Intellectual Property

Presenting your Business Plan to third parties

#### CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

#### Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Group Business Plan	1,2,3,4	60	Week 11
Team Presentation of New Venture Plan	5	20	Week 12
Class Test	1,4	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
Workshop	Flat Classroom	Lecture	2	Weekly	2.00
Tutorial	Flat Classroom	Small Group 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

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.dragonsden.ie](http://www.dragonsden.ie)

[www.startingabusinesinireland.com](http://www.startingabusinesinireland.com)

[www.forfas.ie](http://www.forfas.ie)

[www.enterprise-ireland.ie](http://www.enterprise-ireland.ie)

www.patentsoffice.ie

www.odce.ie

#### 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