

# **MODULE DOCUMENTATION**

## **Entrepreneurship**

### **HOSP07055**

Mandatory

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<b>Full Title</b>	Entrepreneurship		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	2017
<b>NFQ Level</b>	07	<b>ECTS Credits</b>	05
<b>Module Code</b>	HOSP07055	<b>Duration</b>	Semester - (13 Weeks)
<b>Grading Mode</b>	Numeric	<b>Department</b>	Heritage & Tourism
<b>Module Author</b>	Margaret Gannon		
<b>Co Authors</b>	Tom Conlon, John Carty		

### Module Description

This subject aims to give students a comprehensive understanding of, and appreciation for Entrepreneurship. It will focus on the personal and environmental factors which support entrepreneurial behaviour and activity. Learners will assess their personal aptitude for entrepreneurial behaviour, and will be provided with the necessary instruction to help the development an entrepreneurial orientation.

### Learning Outcomes

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

1. Demonstrate a detailed and current knowledge of enterprise and entrepreneurship
2. Develop an awareness of the importance of creativity and innovation in the entrepreneurial process
3. Analyse policy measures that support or constrain entrepreneurial activity
4. Assess personal aptitude for entrepreneurial activity
5. Demonstrate skill in the area of idea generation, opportunity identification, research requirements leading to the preparation and presentation of a new business proposal

### Indicative Syllabus

1. Enterprise: Evolution, overview, definitions, types
2. Entrepreneurship: characteristics, traits, competencies and motivations
3. Policies at local, national and international level to support enterprise
4. Constraints to entrepreneurial development
5. Economic and Social contribution of entrepreneurs
6. Sources of business ideas and forms of business
7. Strategies for idea generation, brainstorming,
8. Self auditing: assess suitability for entrepreneurial activity
9. Research and legal requirements for entrepreneurship
10. Business proposal and feasibility analysis

### Teaching and Learning Strategy

Theoretical lectures, Guest lectures, case analysis, profiling.

### Assessment Strategy

Examination and continuous assessment: Case analysis, entrepreneur profiling, proposal preparation.

**Repeat Assessment Strategies**

Examination

<b>Indicative Coursework and Continuous Assessment:</b>		<b>40 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Project	Continuous Assessment	40 %	OnGoing	4,5

<b>End of Semester / Year Formal Exam:</b>		<b>60 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Closed Book Exam	Final Exam	60 %	End of Semester	1,2,3

<b>Full Time Delivery Mode Average Weekly Workload:</b>			<b>3.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	lecture	Flat Classroom	3	Weekly	3.00

**Recommended Reading Book List**

Barrow, C., (2004). *Enterprise Development: The Challenges of Starting, Growing and Selling Businesses*. Cengage Learning EMEA. ISBN 1861529899 ISBN-13 9781861529893

Burns, P., (2010). *Entrepreneurship and Small Business: Start-up, Growth and Maturity*. Palgrave Macmillan. ISBN 0230247806 ISBN-13 9780230247802

Lee-Ross, D., (2008). *Entrepreneurship & Small Business Management in the Hospitality Industry (Hospitality, Leisure and Tourism)*. Routledge. ISBN 0750684488 ISBN-13 9780750684484

Sheppardson, C., (2011). *Leadership and Entrepreneurship in the Hospitality Industry*. Goodfellow Publishers. ISBN 1906884498 ISBN-13 9781906884499

**Literary Resources**

A variety of material will be provided to students on setting up businesses and guidelines for market research and planning.

**Online Resources**

A comprehensive list of websites and links will be given out at the start of the module

**Other Resources**

Irish Entrepreneur

Hospitality Management

Guest speakers and advisory specialists

**Programme Membership**

GA\_OHCAG\_B07 201800 Bachelor of Business in Hotel & Catering Management

GA\_HITMG\_H08 201900 Bachelor of Business (Honours) in International Tourism Management

GA\_HITMG\_B07 201900 Bachelor of Business in International Tourism Management

GA\_OCGSG\_B07 202000 Bachelor of Arts in Culinary and Gastronomic Sciences

GA\_OCGSG\_H08 202000 Bachelor of Arts (Honours) in Culinary and Gastronomic Sciences