ENTERPRISE DEVELOPMENT

Theme: Business Environment
Assessment Weighting: 100% course work

INTRODUCTION

This module will engage students in the practical side of examining business planning and enterprise development. It will be delivered using a combination of workshops, case studies and guest lectures that will enable students to examine how modules they are studying can be used dynamically across different business disciplines. The module builds upon the student's knowledge of the business environment and communication skills developed in Stage I.

AIMS

The aims of this module are to:

- Develop team work and individual participation.
- Develop the student's business plan writing ability.
- Strengthen and improve students' ability to identify and source relevant industry information.
- Ensure the students' ability to investigate and evaluate a range of materials and apply critical thinking and problem solving skills.
- Enhance the students' personal skills as independent learners and as innovative, forward thinking individuals.

LEARNING OUTCOMES

On successful completion of the module, students should be able to:

- Assess the feasibility of a new venture idea.
- Show a developed knowledge of the dynamics of the new venture creation process.
- Prepare a Business Plan, including pro forma accounts.
- Appreciate the elements of improvisation involved in new venture creation.
- Enhance team building skills through completion of the business plan process.
- Demonstrate the ability to verbally communicate key issues of the business plan.
- Develop the soft skills associated with enterprise development.

SYLLABUS

Generating the business idea / concept
- Evaluating business opportunities (e.g. market, customer needs, staff)
- Key Determinants of Success / Failure
- The Entrepreneurial role
- Networks and Alliances
- Cultural / Ethical Perspectives

The Enterprise Development Process
- Developing the Business Idea
- Development of Business Plans / Proposals
- Identifying / Securing Support Structures (e.g. Govt., EU, Private.)
- Implementation: Legal, Tax, Certification issues
- Building a core team
- Managing the start-up / pilot process
- Maintaining the Financial focus (profit, cash flow)

Early Stage Enterprise Management
- Establishing Procedures / Practice
- Stakeholder Influences / Controls: Govt, Industry
- Securing Markets / Overcoming Switching Costs
- Product / Service Reliability Issues
- Managing Growth / Rapid Change

Industry Environment Analysis: (Review)
- Political and Legal Considerations
- Economic and Social Considerations
- Technological Considerations
- National and International Trends

Enterprise Skills
- Team building
- Negotiation
- Project management
- Time management
- Communications
- Critical thinking
- Dynamism