

<b>Module title</b>	Entrepreneurship and Business
<b>Semester (semester1/semester2 if applicable)</b>	Semester 2
<b>Module credit number of units</b>	5 ECTS
<b>Assessment</b>	100% Continuous Assessment

### Module aims and objectives

The aim of the module is to enable the learner to explore entrepreneurial aspirations and abilities by examining entrepreneurial theory, research and process.

The objectives are to foster critical thinking around applying creativity and innovation to the businesses within their particular emphasis on their area of study; fashion/interior/design communication/ animation/gaming.

On successful completion of this module, the learner will be able to:

1. Demonstrate an understanding of entrepreneurial theories by relevant appraisal and application
2. Identify and evaluate a business concept through planning a feasibility Project and a lean start-up style canvas
3. Use competition and customer analysis to advance a business opportunity within a business case
4. Apply the key factors for starting a small business, generate ideas, concepts and solutions in relation to a business start up

### Module content

CLASS PLAN/ MODULE CURRICULUM			
Semester 1 / Week no	Topic No	Topic Name	Readings
1.1	1	Introduction to Module and Assignments	<ul style="list-style-type: none"> <li>• Barr Irl, Chapter 1</li> </ul>
1.2	2	Starting Your Own Business <ul style="list-style-type: none"> <li>• Characteristics of Entrepreneurs</li> <li>• Opportunity Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Barr Irl, Chapter 2</li> <li>• Google, What we do is fail and fail fast, Business and Finance; 20 Nov 2008</li> <li>• deVries and Kets; The Dark Side of Entrepreneurship; HBR Nov-Dec 1985</li> <li>• Godin, S; Redefining Failure, HBR, Sept 2010</li> </ul>

			<ul style="list-style-type: none"> <li>Anderson and Markides; Strategic Innovation at the Base of the Pyramid; Sloan; Fall 2007 VOL.49(1)</li> </ul>
1.3	2	<p>Starting Your Own Business</p> <ul style="list-style-type: none"> <li>The Feasibility Process of New Venture</li> <li>Creativity and NPD</li> </ul>	<ul style="list-style-type: none"> <li>Barr Irl, Chapter 3 and 4</li> <li>Block and MacMillan; Milestones for Successful Venture Planning; HBR Sept/Oct 1985</li> <li>Sawhney, Wolcott and Arroniz; 12 Different Ways for Cos to Innovate; Sloan Mge Rev 47(3) 75-81 Spr. 06</li> <li>Amabile T and M Khaire; Creativity and the Role of the Leader; HBR, Oct 2008</li> <li>Gavetti and Rivkin; How Strategists Really think; HBR; April 2005</li> </ul>
1.4	3	The Business Plan	<ul style="list-style-type: none"> <li>Barr Irl, Chapter 4</li> <li>Hamel, G. (2006). 'The Why, What, and How of Management Innovation'. Harvard Bus Rev, 84 (2):72-84.</li> <li>Sahlman, William A.; How to write a great Business Plan. HBR July/Aug 1997</li> </ul>
1.5	3	<p>The Business Plan</p> <ul style="list-style-type: none"> <li>Industry Market and Competition</li> </ul>	<ul style="list-style-type: none"> <li>Barr Irl, Chapter 5</li> </ul>
1.6	3	<p>The Business Plan</p> <ul style="list-style-type: none"> <li>Business Plan BUSINESS MODEL</li> </ul>	<ul style="list-style-type: none"> <li>Barr Irl, Chapter 6</li> <li>Hamel and Prahalad, Strategic Intent; HBR May/June 1989</li> <li>Porter, Five Competitive forces that shape strategy, HBReview, Jan 2008</li> </ul>
1.7	4	<p>Operational Considerations</p> <ul style="list-style-type: none"> <li>Building the Team</li> </ul>	<ul style="list-style-type: none"> <li>Barr Irl, Chapter 9</li> <li>Aritzeta, Swailes and Senior; Belbin's Team Role Model: Development, Validity and Applications for Team Building; Jr of Management Stud Jan 2007</li> <li>Day, D; Raising Radicals: Different Processes for Championing Innovative Corporate Ventures; Organization Science Vol. 5, No. 2, May 1994</li> </ul>
1.8	4	Operational Considerations	<ul style="list-style-type: none"> <li>Barr Irl, Chapter 10</li> <li>Christensen, CM, SP Kaufman, and W,C. Shih; Innovation Killers, How Financial Tools Destroy Your</li> </ul>

		<ul style="list-style-type: none"> <li>• Financing New Ventures</li> <li>• Sources of Finance</li> </ul>	<p>Capacity to Do New Things; HBR, Jan 2008</p> <ul style="list-style-type: none"> <li>• Bhide, Bootstrap Finance, the Art of Start-ups, HBR, Nov-Dec 1990</li> </ul>
1.9	5	<p>Launching a Business</p> <ul style="list-style-type: none"> <li>• Launching, Marketing and Growing the New Ventures</li> <li>• Elevator and Power Presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Barr Irl, Chapter 11</li> <li>• Churchill and Lewis; The 5 stages of small business growth - IN Growing Concerns: topics managers of growing businesses; HBR May-June, 1983</li> <li>• Isenberg, Global Entrepreneur, HBR, Dec 2008</li> <li>• Elsbach, How to Pitch a Brillidea, HBR, Sept 2003</li> <li>• Yeung, The Seven Deadly Sins, Accountancy Magazine December 2007</li> </ul>
1.10	5	<p>Launching a Business</p> <ul style="list-style-type: none"> <li>• Selling and Harvesting the Venture</li> </ul>	<ul style="list-style-type: none"> <li>• Barr Irl, Chapter 13</li> <li>• ADHOCRACY Article by J Birkinshaw</li> </ul>
1.11	6	Review	
1.12	7	Business Plan Presentations	

## Reading lists and other information resources

### Recommended Reading:

- Carter, S, and Jones-Evans, D. 2012 Enterprise and Small Business, Pearson
- Rae, D. 2015. Opportunity Centred Entrepreneurship 2<sup>nd</sup> Edition. Palgrave Macmillan

### Secondary Reading:

- Amabile T and M Khaire; 2008. Creativity and the Role of the Leader; HBR, Oct 2008
- Anderson and Markides; 2007. Strategic Innovation at the Base of the Pyramid; Sloan; Fall.VOL.49(1)Barrow, C. 2012. How to Launch and Grow a Profitable Business. Thomson Learning
- O'Hara, B 2011, Entrepreneurship in Ireland, Gill and Macmillan
- O'Kane, B. 2011. Starting a Business in Ireland. Oak Tree.
- Westhead, P, Wright, M and McElwee, G. 2011. Entrepreneurship, Perspectives and Cases, FT Prentice Hall
- Sahlman, William A.1997. How to write a great Business Plan. HBR July/Aug 1997

- Stutley, R. 2012. The definitive Business Plan. FT Prentice Hall
- Westhead, P, Wright, M and McElwee, G (2011), Entrepreneurship, Perspectives and Cases, FT Prentice Hall