**Modules Catalogue: DL701 – Bachelor of Business in Applied Entrepreneurship**

Erasmus students can study year 3 for a full academic year only.

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| **YEAR** | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER** | **MODULE AIMS / LEARNING OUTCOMES** |
| 3 | ENTP H3003 | **Social Enterprise Practice** | 10 | Full Academic Year | The aims of the module are to:   * introduce the students to the concept of social entrepreneurship * allow students to apply the knowledge and skills they have acquired to date to develop a business plan for a social enterprise * give the students practical experience in implementing a social enterprise project.   On successful completion of this module, students will be able to:  1. Define the concept of social entrepreneurship  2. Apply the skills acquired in Marketing, Finance and Enterprise to assemble a business plan  3. Develop and present a funding pitch to relevant stakeholders  4. Design a poster to represent a business idea  5. Collaborate as a team to plan and execute a social enterprise project. |
| 3 | ENTP H3004 | **Services Marketing Management** | 10 | Full Academic Year | The module aims to:   |  | | --- | | * Provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services * Apply tools and strategies that address these challenges.   On successful completion of the module, the student will be able to:  1. Demonstrate the knowledge and skills necessary to meet the challenges and opportunities which confront the service marketing manager serving the needs of consumer markets  2. Discuss the theory and practical application of the service marketing strategies  3. Critically evaluate the strategic and integrative role of services marketing in an organisational context  4. Apply appropriate services marketing models/techniques and analytical methods to services marketing problems across a wide-range of industry sectors  5. Develop a customer service-orientated mind-set. | |
| 3 | ENTP H3007 | **Finance 3** | 10 | Full Academic Year | The aim of the module is to enable students to use financial information to make better entrepreneurial decisions, in a socially responsible way.  On successful completion of this module, the student will be able to:  1. Prepare the financial, including taxation, section of a business plan  2. Assess the financial performance in a live enterprise environment  3. Examine the personal financial issues of entrepreneurs (PLO 2)  4. Work as part of a group in a non-structured entrepreneurial environment  5. Assess the relevance of shareholder value maximisation theory to Irish society. |
| 3 | ENTP H3008 | **Research for Entrepreneurs** | 10 | Full Academic Year | The module aims to develop a range of research skills and knowledge that the student can use to carry out an independent research project such as a business plan for a small/medium enterprise.  On successful completion of the module, the student will be able to:  1. Demonstrate a knowledge of how to design and carry out a business plan for a small/medium enterprise  2. Design data collection tool(s)  3. Analyse and visualize collected data and research results to bring forward new information about a new business start-up  4. Utilise appropriate information and skills to analyse, synthesise, evaluate and develop a report in the form of a business plan  5. Defend on business plan research in a professional setting. |
| 3 | ENTP H3006 | **Data Management** | 5 | Semester 1 | The aims of the module are to:   * Introduce the student to data management theories and industry standards * Introduce the student to critical analysis of theories * Review the management, organisation and challenges of big and small data management * Identify emerging technologies.   On successful completion of this module, students will be able to:   * Gain a knowledge of current practices in industry * Critique current practices in light of emerging technologies * Gain an overall knowledge of challenges in the area and how technology is overcoming these challenges * Understand the relevancy of data management in the digital business landscape. |
| 3 | ENTP H3009 | **Economics II** | 5 | Semester 2 | On successful completion of this module, students should be able to:   * Describe the key concepts used in microeconomics * Calculate elasticity and explain the findings. * Know how demand and supply interact in competitive and non-competitive markets to determine prices * Explain imperfect market structures of monopoly and oligopoly.   Indicative content of this module:  Theory of rational behaviour; Supply and demand; Market equilibrium; Supply and demand elasticity; Marginal products, cost curves, long and short run; Returns to scale, profit maximisation, cost minimisation; Cost curves; Perfect Competition (Monopoly, oligopoly and monopolistic competition). |
| 3 | ENTP H3005 | **Applied Data Management** | 5 | Semester 2 | The aims of the module are to:   * Apply research to practice * Introduce the student to data management technologies * Report on use of technologies * Identify emerging technologies.   On successful completion of this module, students will be able to:   * Gain an insight into big data technologies * Plan and design innovative approach to managing big data * Analyse, interpret and manipulate big data * Gain an overall knowledge of the technical challenges in the area * Understand the relevancy of data management in the digital business landscape. |
| 3 | ENTP H3010 | **Innovation and Creativity** | 5 | Semester 2 | |  | | --- | | The aims of the module are to:   * Introduce the student to creative and innovative modes and methods of thinking and communicating * Introduce the student to concepts of entrepreneurship, and develop entrepreneurial thinking and practice * Give the student practical transferable skills in leadership, group work and other skills such as interview techniques, developing a digital calling card, and knowledge about semiotics, persuasion and likability.   On successful completion of this module, students will be able to:   * Demonstrate lateral thinking in problem solving and communication strategies * Successfully describe and outline the processes of creativity and innovation in learning and communication * Develop competencies with digital tools to demonstrate creative approaches to information dissemination and gathering * Recognise the importance of reliable research to support entrepreneurial pursuits * Strengthen competencies in group work and team selection * Develop self-confidence and self-belief as important indicators of success in business and beyond. | |