

Full Title:	New Venture Development
Module Code:	BUSS B8006
Credits:	5
Valid From:	Semester 1 - 2013/14 (September 2013)
Module Delivered in	4 programme(s)
Module Description:	New Venture Development is best learned through doing. The aim of this module is to enable students to follow a step by step process-based approach whereby they develop new venture ideas into blue prints for business plans.
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Explain and appraise the process of opportunity, recognition and analysis 2. Critically evaluate and justify the criteria used to evaluate these opportunities. 3. Identify and reflect upon the evaluative criteria used. 4. Clearly identify the core reasons for new venture success and failure. 5. Prepare and present an appropriate Marketing Plan in a professional manner 6. Prepare and present an appropriate Business Plan in a professional manner. 	

Module Content & Assessment

Indicative Content
The Entrepreneurship Process and the Entrepreneurial Mind n/a
Analysing and evaluating business opportunities n/a
Public policy towards business development n/a
New Venture considerations: finance, marketing, production etc n/a
Professional presentation techniques n/a

Assessment Breakdown	%
Course Work	100.00%

Full Time

Course Work							
Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Project	Prepare and present a Marketing Plan	2,3,5	40.00	0	0	n/a	0
Project	In the second half of the Semester the teams further develop their Marketing Plans into Business Plans. These plans are subsequently presented and defended to class.	4,6	60.00	0	0	n/a	0

No Project

No Practical

No End of Module Formal Examination

DKIT reserves the right to alter the nature and timings of assessment

Module Workload & Resources

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Practical	No Description	1.00	Every Week	1.00
Directed Reading	No Description	3.00	Every Week	3.00
Independent Study	No Description	4.00	Every Week	4.00
Lecture	No Description	2.00	Every Week	2.00
Total Weekly Learner Workload				10.00
Total Weekly Contact Hours				3.00

This course has no Part Time workload.

Resources
<i>Recommended Book Resources</i>
<p>Timons, Spinelli, <i>New Venture Creation: Entrepreneurship for the 21st. century.6th edition</i>, McGraw-Hill Irwin 2009 [ISBN: 978-007-127632-0]</p> <p>Colm O' Gorman and James Cunningham, <i>Enterprise In Action an Irish Context</i> [ISBN: 987-1-904887-17-1]</p> <p>Bernard O Hara 2011, <i>Entrepreneurship in Ireland</i>, Gill & Macmillan Dublin [ISBN: 978 07171 4976 6]</p> <p>Larry C Farrell, <i>Getting Entrepreneurial</i>, John Wiley & Sons [ISBN: ISBN 0-471-44414-6]</p> <p>Charles Prather 2010, <i>Managers Guide to fostering Innovation and creativity in teams, 1st Ed., McGraw Hill</i>, 1st Ed Ed., McGraw Hill [ISBN: ISBN: 978007162797]</p> <p>David Smith 2010, 2010, <i>Exploring Innovation., 2nd Ed., Ed., McGraw Hill Education London</i> [ISBN: [ISBN: 9780077121235]]</p> <p>Edward de Bono. 1985, <i>Six thinking hats., Penguin Toronto</i> [ISBN: [ISBN: 014013784X]]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Website: One stop entrepreneurship shop http://www.slu.edu/eweb</p> <p>Website: General aspects of being an entrepreneur http://www.entrepreneur.com</p> <p>Website: Entrepreneurship portal http://www.entreworld.org</p> <p>Website: n/a http://www.edwdebono.com</p> <p>Website: n/a http://www.designinnovation.ie</p> <p>Website: n/a http://www.tedtalks.com</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_HSEAE_8	Bachelor of Arts (Honours) in Sport, Exercise with Enterprise	2	Mandatory
DK_BMRKT_8	Bachelor of Business (Honours) in Marketing	7	Mandatory
DK_NHAPA_8	Bachelor of Science (Honours) in Health and Physical Activity	8	Elective
DK_BSMKM_8	Higher Diploma in Business in Business and Marketing	1	Mandatory