

Full Title:	Enterprise Development Project
Module Code:	NOCODE118
Credits:	10
Valid From:	Semester 1 - 2013/14 (September 2013)
Module Delivered in	1 programme(s)
Module Description:	no description provided
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Worked in a team on a major project 2. Carry out extensive research across two key stages of the enterprise development process 3. Produce two major reports which details the results of their investigations, incorporating both primary and secondary research, and appropriate conclusions on the viability of their business idea going forward and a blueprint for the implementation of their business. 4. Deliver two oral presentations to a panel of staff where they will communicate their findings and defend their business idea 	

Module Content & Assessment

Indicative Content
Identification of Problems and development of solutions through the use of idea generation tools, screening of ideas for potential viability n/a
Design & methodology: primary and secondary research methods, questionnaire design & development, interview techniques, sampling, etc. n/a
Development of Feasibility Study to include; Analysis of Business sector, Market Research, Competitor Analysis and analysis of Key Factors Creating Business Opportunity n/a
Development of Business Plan to include Marketing Plan, Operations Plan and Financial Plan n/a
Report writing: structure, content, language & style n/a
How to Deliver an Effective Rocket Pitch n/a

Assessment Breakdown	%
Course Work	100.00%

Full Time

Course Work							
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Marks Out Of</i>	<i>Pass Marks</i>	<i>Assessment Date</i>	<i>Duration</i>
Group Project	Detailed written proposal of potential business ideas including background of each business concept, indicators of preliminary research and rationale for proposed idea. Progress reports, Feasibility Study Report and Business Plan (N.B. Each student cohort should have a maximum number of 40 to facilitate the effective delivery of the practical workshops)	1,2,3	70.00	0	0	Sem 2 End	0
Presentation	Oral pitch and defense of idea in front of a panel	1,2,3,4	30.00	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
Lecturer-Supervised Learning (Contact)	Facilitated workshops	5.00	Every Week	5.00
Online Contact	No Description	1.00	Every Week	1.00
Directed Reading	Independent group work	5.00	Every Week	5.00
Independent Study	No Description	7.00	Every Week	7.00
Total Weekly Learner Workload				18.00
Total Weekly Contact Hours				6.00

Workload: Part Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2.00	Every Week	2.00
Directed Reading	No Description	8.00	Every Week	8.00
Independent Study	No Description	8.00	Every Week	8.00
Total Weekly Learner Workload				18.00
Total Weekly Contact Hours				2.00

Resources
<i>Recommended Book Resources</i>
<p>Scarborough, N.M. 2011, <i>Essentials of Entrepreneurship and Small Business Management</i>, 6th Ed., Pearson London [ISBN: 9780136109594]</p> <p>Barringer, B. and D. Ireland 2012, <i>Entrepreneurship: Successfully Launching New Ventures</i>, Pearson [ISBN: 9780273761402]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Website: NESTA- http://www.nesta.org.uk</p> <p>Website: Start-ups- http://www.startups.co.uk</p> <p>Website: Westbic- http://www.westbic.ie</p> <p>Website: Enterprise Ireland- http://www.enterprise-ireland.com</p> <p>Website: City & County Enterprise Boards- http://www.enterpriseboards.ie</p> <p>Website: Mindtools- http://www.mindtools.com</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_BBSMA_D	Bachelor of Business in Business and Management	6	Group Elective 1