

Full Title:	Entrepreneurship
Language of Instruction:	English
Module Code:	ENES C8001
Credits:	5
Valid From:	Semester 1 - 2017/18 (September 2017)
Module Delivered in	2 programme(s)
Module Description:	Students completing this module should be able to assess the prospect of entrepreneurship as an element in their careers and be able to apply appropriate techniques to identify ideas and sources of funding for new IT-based ventures.
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Assess entrepreneurship as a process and explore the role of small venture start-ups in ICT and the creative media industries. 2. Identify key skills and abilities necessary for successful entrepreneurship 3. Evaluate the prospect of entrepreneurship as an element in their careers 4. Apply advanced problem solving and creative idea generation techniques to identify and assess an idea for a potential new venture. 	

Module Content & Assessment

Indicative Content
Entrepreneurship and economic development The role of Entrepreneurship in economic development
Key theories of the entrepreneur Looks at the major theories in entrepreneurship
Entrepreneurship in the creative industries Specific focus on the role of entrepreneurship and entrepreneurs in ICT and the creative industries generally
The creative process n/a
Idea development and business planning Looking at ways of generating ideas for new ventures and developing business plans, tapping into sources of funding, applying Lean Strategy principles and the importance of the role of the Entrepreneurial Strategist
Protecting intellectual property Focuses on the complexities of protecting property rights in software and the use and limitations of copyright, trade secrecy and patent protection.

Assessment Breakdown	%
Course Work	40.00%
End of Module Formal Examination	60.00%

Full Time

Course Work							
Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Group Project	Develop a business plan for a new product or service.	2,4	40.00	0	0	n/a	0

No Project

No Practical

End of Module Formal Examination							
Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Formal Exam	End-of-Semester Final Examination	1,2,3,4	60.00	0	0	End-of-Semester	0

Reassessment Requirement
A repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

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
Lecture	No Description	2.00	Every Week	2.00
Practical	No Description	1.00	Every Week	1.00
Directed Reading	No Description	2.00	Every Week	2.00
Independent Study	No Description	3.00	Every Week	3.00
Total Weekly Learner Workload				8.00
Total Weekly Contact Hours				3.00

This course has no Part Time workload.

Resources
<i>Recommended Book Resources</i>
<p>Bruce R. Barringer, R. Duane Ireland. 2016, <i>Entrepreneurship: Successfully Launching New Ventures</i>, 5th Edition Ed., Pearson Education Limited [ISBN: 978-013379719]</p> <p>Robert Ashton 2012, <i>How to Start Your Own Business for Entrepreneurs</i>, 2nd Ed., Pearson Education [ISBN: 978-0273772170]</p>
<i>Supplementary Book Resources</i>
<p>Sara Williams 2017, <i>The Financial Times Guide to Business Start Up 2017/2018</i>, 30th Edition Ed., Pearson Education Limited [ISBN: 978-129217586]</p> <p>Bernard O'Hara 2011, <i>Entrepreneurship In Ireland</i>, Gill and McMillan Ltd. [ISBN: 978-0717149766]</p> <p>Kathryn Lennon 2009, <i>Selling for Entrepreneurs</i>, 1st Ed., Prentice Hall Business [ISBN: 978-0273724926]</p> <p>Michael Cusumano 2010, <i>Staying Power: Six Enduring Principles for Managing Strategy and Innovation in an Uncertain World</i>, OUP Oxford [ISBN: 978-0199218967]</p>
<i>This module does not have any article/paper resources</i>
<i>This module does not have any other resources</i>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_KCOMP_8	Bachelor of Science (Honours) in Computing	8	Mandatory
DK_KGMDV_8	Bachelor of Science (Honours) in Computing in Games Development	8	Mandatory