

**AGRI S7008: Agri-Food Entrepreneurship and Innovation**

| Module Details           |  |
|--------------------------|--|
| Module Code:             | AGRI S7008   |
| Full Title:              | Agri-Food Entrepreneurship and Innovation <b>APPROVED</b>  |
| Valid From::             | Semester 1 - 2015/16 ( September 2015 )  |
| Language of Instruction: | English  |
| Duration:                | 1 Semester   |
| Credits::                | 5  |
| Module Owner::           | Edel Healy   |
| Departments:             | Unknown  |
| Module Description:      | The aim of this module is to introduce students to the concepts of entrepreneurship and innovation in the Agri-food Industry. It will provide them with an understanding of entrepreneurs and the role that they play in setting up businesses of various types. It will also enable them to develop skills and techniques that could be used to turn ideas and knowledge into commercial value within the Agri-food Industry. |

| Module Learning Outcome  |  |
|--|--|
| On successful completion of this module the learner will be able to:   |  |
| #  | Module Learning Outcome Description  |
| MLO1   | Describe and discuss the principles of entrepreneurship and innovation in the Agri-Food Industry.          |
| MLO2   | Examine the characteristics, background and behaviour of entrepreneurs.                                    |
| MLO3   | Identify the key skills involved in running a business within the Agri-Food Industry.                      |
| MLO4   | Prepare a business plan in relation to developing and sustaining an innovative Agri-Food business concept. |
| Pre-requisite learning   |  |
| <b>Module Recommendations</b><br><i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i> |  |
| No recommendations listed  |  |

| Module Indicative Content  |
|--|
| <b>Introduction to entrepreneurship</b><br>What is an entrepreneur and entrepreneurship? The economic and social context of entrepreneurs in Ireland; Entrepreneurship in the Irish Agri-Food Industry; Types of start-ups.                                    |
| <b>The Individual Entrepreneur</b><br>Research into mindsets of entrepreneurs; The "dark side of entrepreneurship"; Entrepreneurial background and characteristics; Role models and support systems; Entrepreneurs versus inventors. Entrepreneurs in industry |
| <b>The entrepreneurial process</b><br>Stages in the entrepreneurial process; Entrepreneurial process models; Driving forces behind new venture creation  |
| <b>Innovation and idea generation</b><br>Creativity; Methods for generating ideas; Sources of business ideas in industry; Types of innovation; Principles of innovation; Screening ideas for business opportunities; feasibility studies.                      |
| <b>Innovative Business Strategy</b><br>Layers of the Business Environment. The Macro and Micro Business Environment. PESTEL Framework. SWOT Analysis.  |

| Module Assessment         |        |
|---------------------------|--------|
| Assessment Breakdown      | %      |
| Course Work               | 50.00% |
| Final Examination         | 50.00% |
| Module Special Regulation |        |
|                           |        |

## Assessments

| Full Time On Campus  |                 |                         |       |
|--|-----------------|-------------------------|-------|
| Course Work  |                 |                         |       |
| <b>Assessment Type</b>   | Group Project   | <b>% of Total Mark</b>  | 40    |
| <b>Marks Out Of</b>  | 0               | <b>Pass Mark</b>        | 0     |
| <b>Timing</b>  | Week 10         | <b>Learning Outcome</b> | 1,4   |
| <b>Duration in minutes</b>   | 0               |                         |       |
| <b>Assessment Description</b><br>Prepare a business plan around an innovative idea related to Agri-Food.   |                 |                         |       |
| <b>Assessment Type</b>   | Presentation    | <b>% of Total Mark</b>  | 10    |
| <b>Marks Out Of</b>  | 0               | <b>Pass Mark</b>        | 0     |
| <b>Timing</b>  | Week 12         | <b>Learning Outcome</b> | 1,4   |
| <b>Duration in minutes</b>   | 0               |                         |       |
| <b>Assessment Description</b><br>Presentation of innovation project to a panel.  |                 |                         |       |
| No Project   |                 |                         |       |
| No Practical   |                 |                         |       |
| Final Examination  |                 |                         |       |
| <b>Assessment Type</b>   | Formal Exam     | <b>% of Total Mark</b>  | 50    |
| <b>Marks Out Of</b>  | 0               | <b>Pass Mark</b>        | 0     |
| <b>Timing</b>  | End-of-Semester | <b>Learning Outcome</b> | 1,2,4 |
| <b>Duration in minutes</b>   | 0               |                         |       |
| <b>Assessment Description</b><br>End-of-Semester Final Examination   |                 |                         |       |
| Reassessment Requirement   |                 |                         |       |
| <b>No repeat examination</b><br><i>Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.</i> |                 |                         |       |

## Module Workload

### Workload: Full Time On Campus

| <i>Workload Type</i> | <i>Contact Type</i> | <i>Workload Description</i>                            | <i>Frequency</i>  | <i>Average Weekly Learner Workload</i> | <i>Hours</i> |
|----------------------|---------------------|--|-------------------|--|--------------|
| Lecture              | Contact             | Introduction to and explanation of key module concepts | Every Second Week | 1.50                                   | 3            |
| Online Contact       | Contact             | No Description   | Every Second Week | 1.50                                   | 3            |
| Directed Reading     | Non Contact         | No Description   | Every Week        | 2.00                                   | 2            |
| Independent Study    | Non Contact         | No Description   | Every Week        | 3.00                                   | 3            |
|                      |                     |  |                   | Total Weekly Learner Workload          | 8.00         |
|                      |                     |  |                   | Total Weekly Contact Hours             | 3.00         |

**This module has no Part Time On Campus workload.**

## Module Resources

### Recommended Book Resources

Lumsdaine, E. and Binks, M. (2006), Entrepreneurship from Creativity to Innovation, Trafford Publishing.

Timmons, J. A. and Spinelli, S.. (2007), New Venture Creation Entrepreneurship for the 21st Century, 7. Irwin, New York, p.658, [ISBN: 0071254382].

Von Stamm, B and Trifilova A.. (2009), The Future of Innovation, Gower, [ISBN: ELECTRONIC].

Sloane, P. (2006), The Leader's Guide to Lateral Thinking Skills: Unlocking the Creativity and Innovation in You and Your Team, Kogan Page.

Cooney, T. and Hill, S.. (2002), New Venture Creation in Ireland, 1. 15, Oak Tree Press, Dublin, p.267, [ISBN: 1860762557].

Bessant, J. and Tidd, J.. (2009), Innovation and Entrepreneurship, 2nd. Wiley, GB.

### Supplementary Book Resources

Zimmer, T.W. and Scarborough, N. M. (2005), Essentials of Entrepreneurship and Small Business Management, 4. Prentice Hall, Upper Saddle River, NJ, p.578, [ISBN: 0131491784].

### Recommended Article/Paper Resources

Harvard Business Publishing, Drucker, P.F.. The Discipline of Innovation, Harvard Business Review, Nov-Dec 1998.

### Other Resources

Website, Teagasc. Starting a business, Starting a business,  
[http://www.teagasc.ie/ruraldev/startiny\\_ourbusiness/](http://www.teagasc.ie/ruraldev/startiny_ourbusiness/)

Website, BASIS - Business Access to State Information & Services. Business Start-up,  
[http://www.basis.ie/home/home.jsp?pcateg\\_ory=10055&ecategory=10055&language=EN](http://www.basis.ie/home/home.jsp?pcateg_ory=10055&ecategory=10055&language=EN)

Website, Destination innovation,  
<http://www.destination-innovation.com/>

Website, Department of Jobs, Enterprise and Innovation,  
<http://www.deti.ie/>

Website, Department of Agriculture, Fisheries and Food. Agri-food Business Assistance,  
<http://www.agriculture.gov.ie/>

Website, The Bank of Ireland. Business Start up section,  
<http://www.bankofireland.ie/business/ind ex.html>

Website, AIB Bank. Small business advice section,  
<http://www.aib.ie>

Website, Ulster Bank. Small business advice,  
<http://www.smallbusinesscan.com/>

Website, Entrepreneur website,  
<http://www.entrepreneur.com>

Website, Government Assistance, Department of Communications, Energy and Natural Resources,  
<http://www.dcenr.gov.ie/>

Website, County & City Enterprise Boards. Government Assistance,  
<http://www.enterpriseboards.ie/index.asp x>

Website, Cross Border Assistance, InterTrade Ireland,  
<http://www.intertradeireland.com/>

Website, Leader Companies in Ireland,  
<http://www.nrn.ie/the-national-rural-net work/contact-details-for-leader-companie s-in-ireland/>