

**AGRI S7015: Agricultural Entrepreneurship and
Diversification**

Module Details	
Module Code:	AGRI S7015
Full Title:	Agricultural Entrepreneurship and Diversification APPROVED
Valid From::	Semester 2 - 2020/21 (February 2021)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Eamon Mullen
Departments:	Agriculture, Food and Animal Health
Module Description:	This module introduces students to the concept of entrepreneurship with emphasis on diversification into new products and services that move away from traditional farming practices. It is designed to enable students to think creatively and be innovative at all stages of the entrepreneurial process.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Examine the principles of entrepreneurship and diversification in an agricultural setting.
MLO2	Apply creative thinking techniques to generate, evaluate and screen ideas for a potential new business on a farm.
MLO3	Identify and discuss the elements of feasibility studies and business plans for new enterprises.
MLO4	Create and present a basic market feasibility study for a new enterprise.
Pre-requisite learning	
Module Recommendations <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
Entrepreneurship and Farm Diversification What is entrepreneurship?; Farm diversification; Alternative enterprise development and farming; Characteristics and behaviour of the entrepreneur; Role and benefits of planning in new enterprise development. Feasibility studies and business plans.
Finding and evaluating the idea Creativity and idea generation: Sources of business ideas; Screening ideas for business opportunities.
Planning for start-up Forms of business start-ups; Legal and regulatory issues at start up; Locating the business; Developing a production plan; Accessing staffing requirements; Attracting, recruiting and training staff; Financial planning; Sources of finance.
Marketing research and planning Drawing up a marketing research plan. Primary and secondary sources of information. Target market analysis. Customer profiling. Competitor analysis. Forecasting sales and revenues; Marketing objectives and strategies.
Presenting a feasibility study or business plan Accessing what a financial institution or support agency wants from a business plan; Pitching a plan to an investor/financial institution/support agency.

Module Assessment	
Assessment Breakdown	%
Course Work	25.00%
Project	75.00%
Module Special Regulation	

Assessments

Part Time On Campus			
Course Work			
Assessment Type	Presentation	% of Total Mark	25
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 11	Learning Outcome	4
Duration in minutes	0		
Assessment Description Students will present the findings of their marketing feasibility study to a panel.			
Project			
Assessment Type	Project	% of Total Mark	75
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 12	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Each student will research and draw up a marketing feasibility study for a new business of their choice			
No Practical			
No Final Examination			
Reassessment Requirement			
No repeat examination <i>Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.</i>			
Reassessment Description Students can repeat both the project or presentation elements of the assessment.			

Module Workload

This module has no Full Time On Campus workload.

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Module content and in class tasks	Every Week	2.00	2
Directed Reading	Non Contact	Relating to module	Every Week	2.00	2
Independent Study	Non Contact	Relating to module and project	Every Week	2.00	2
Online Contact	Contact	Online support	Every Week	1.00	1
				Total Weekly Learner Workload	7.00
				Total Weekly Contact Hours	3.00

Module Resources
<i>Recommended Book Resources</i>
Tracy, B.. (2019), Entrepreneurship : How to Start and Grow Your Own Business, G&D Media, New York, [ISBN: 97817225101769781722521356].
<i>Supplementary Book Resources</i>
Gutterman, Alan. (2018), Sustainable Entrepreneurship, Business Expert Press, [ISBN: 97819489765729781948976589]. Nekesah, Wafullah. (2019), Agricultural Entrepreneurship, Delve Publishing, [ISBN: 9781773617879].
<i>Recommended Article/Paper Resources</i>
McCarthy, P. and Young P. (2007), Twelve Steps to Success – Your Guide to Starting a Business in Rural Ireland, Irish Farmers Journal.
<i>Other Resources</i>
<p>Website, Teagasc. (2020), Business Plan Templates, https://www.teagasc.ie/rural-economy/rural-development/innovation/business-plan-templates/</p> <p>Website, Teagasc. (2020), Diversification, https://www.teagasc.ie/rural-economy/rural-development/diversification/</p> <p>Website, Local Enterprise Office. (2021), Homepage for Local Enterprise Offices in Ireland, https://www.localenterprise.ie/</p> <p>Website, National Rural Network. (2018), Irish Local Action Groups and Implementing Partners Database, https://www.nationalruralnetwork.ie/leader/local-action-groups/</p>