

ENES E8007: Enterprise and Operations

Module Details	
Module Code:	ENES E8007
Full Title:	Enterprise and Operations APPROVED
Valid From::	Semester 1 - 2009/10 (September 2009)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Angela Hamouda
Departments:	Unknown
Module Description:	This module will provide students with the skills necessary to develop a business from idea formation through the various stages of the business life cycle.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Analyse the practicalities of what is involved in the start-up stage and operations of a business.
MLO2	Critically assess the importance of strategic planning and the management of an enterprise
MLO3	Team-build and apply group skills in the work environment
MLO4	Research and analyse enterprise supports available (both financial and non-financial supports) at national level and the awarding criteria required for grant funding.
MLO5	Apply the key dimensions of quality as a critical success factor in business operations.
MLO6	Critically assess the importance of the supply chain in the management of business operations
MLO7	Examine the key areas to be focused on for the growth and sustainability of a business.
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
Enterprise Start-Up Designing and developing a new venture start up, Developing the business idea through feasibility study, Challenges faced at start-up stage, Identifying resources required, Case studies
Enterprise Supports (An Irish Context) Financial and non financial supports (education, mentoring, information and advice, networking), Criteria for grant funding
New Venture Management Team Building an effective team, Characteristics of an effective team, Self assessment of team, Complimentary skills, Developing roles
Research for Operations Set up Organisational structure, Premises, Resource efficiencies, Systems and process design, Efficiency and innovation in operations
Strategy Development Developing a Mission, establishing goals and objectives for the business, Risk assessment (SWOT Analysis), Outsourcing
Quality Management Quality and the enterprise, Quality and small business Quality management, quality assurance, quality control, Process capability, Statistical process control, Six sigma quality
Supply Chain Supply chain management, Supply chain uncertainty, The bullwhip effect, Planning and Controlling the Supply Chain, Inventory management, Materials requirement, Enterprise resource planning, Just in time and Lean Systems
Growth and Sustainability Setting Direction and Targets for your Business, Assessing Business Efficiency, Delegation, Financing business growth

Module Assessment	
Assessment Breakdown	%
Course Work	100.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Project	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	Week 11	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description	Development of a Feasibility Study		
Assessment Type	Presentation	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	Week 13	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description	Presentation of Feasibility Study		
Assessment Type	Other	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	Week 6	Learning Outcome	1,2,4,5,6,7
Duration in minutes	0		
Assessment Description	In Class Test		
No Project			
No Practical			
No Final Examination			

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	Lectures based on module content	Every Week	2.00	2
Tutorial	Contact	Tutorials aligned to module content	Every Week	1.00	1
Independent Study	Non Contact	Student to follow course content	Every Week	3.00	3
Directed Reading	Non Contact	As assigned to students	Every Week	2.00	2
				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

Allen, K.. (2009), Entrepreneurship for Scientists and Engineers, Pearson Education.
Gundry, L.. (2007), Enterprise Strategy: changing patterns in new venture creation, growth and reinvention, Thousand Oaks, London.
Monk, Ellen, F.. (2006), Concepts of Enterprise Resource Planning, Course Technology, Canada.
Deakins, D.. (2009), Entrepreneurship and Small Firms, McGraw Hill.
Russell & Taylor. (2009), Operations Management, Pearson Education.
Drucker, P.. (2007), Innovation and Entrepreneurship: practice and principles, Butterworth, Heinmann, Oxford.
Zimmerer, T.W.. (2004), Essentials of Entrepreneurship and Small Business Management, Pearson/Prentice Hall.

This module does not have any article/paper resources

Other Resources

Journal, Entrepreneurship and Regional Development.
Journal, Journal of Small Business Management.
Journal, International Journal of Entrepreneurship and Innovation.
Website,
<http://www.startingabusinessinireland.co m>