

# American College Dublin

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## IB400 ENTREPRENEURSHIP

<b>Credits:</b>	3 US credits / 6 ECTS credits
<b>Credit level:</b>	Stage award
<b>Prerequisites:</b>	IB200, IB202, IB203, IB207, IB300
<b>Mandatory:</b>	Yes
<b>Contact hours:</b>	40
<b>Academic Year:</b>	2015 – 2016
<b>Semester:</b>	1
<b>Lecturer:</b>	Philip Byers

### MODULE DESCRIPTION

A study of how small businesses and entrepreneurial ventures are started. The module concentrates on formulating a basic understanding of small businesses and new business ventures. Particular emphasis is given to recognising and evaluating new opportunities and how to begin gathering resources for those that prove viable.

### INTENDED LEARNING OUTCOMES

1. Students will learn to apply their abilities creatively in developing a product or service through the design, production and presentation of a Business Plan.
2. The student will use accountancy, marketing and management skills to produce the Business Plan.
3. Students will gain competence in their role within the project group. They will gain abilities in terms of group dynamics and organization, consensus and persuasion, within this group.
4. Students will learn to learn by managing the learning tasks required for the creation of a Business Plan. This will be an unfamiliar learning context to which the student will learn to manage in an independent, professional and ethical manner.
5. Acquire the skills necessary to create a business plan, work as part of a group and start up a business.
6. The capacity to recognise and develop new skills pertaining to starting and growing a business.

### TEACHING METHODS

Teaching methods: Lecturing, group discussions based on current articles from the business press and case studies or videos, case studies in groups, guest speakers, analysis of case studies, etc.

## LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	All Sessions	Lectures, readings, class exercises, speakers and discussions.	Class exercises, assignments, and participation.
2	Sections 1 - 19	Lectures, class examples and discussions.	Class examples, assignments, and participation.
3	Sections 1 - 19	Lectures, readings, class exercises and discussions.	Class exercises, assignments, and participation.
4	All Sessions	Lectures, readings, class exercises and discussions.	Class exercises, and participation and assignment.
5	All Sessions	Lectures, speakers and class exercises.	Class exercises, participation and assignment.
6	Sessions 7 – 8	Lectures, speakers, readings, class exercises and discussions.	Class exercises, participation and assignment.

### COURSE OUTLINE

### WEIGHTING

Introduction:

15%

- Introduction to entrepreneurship
- Characteristics of the entrepreneur
- Types of business
- Business models

Developing successful business ideas:

30%

- Writing a business plan
- Recognising opportunities and generating ideas
- Entrepreneurship
- Developing an effective business model
- Idea generation

Characteristics of small businesses:

5%

- Problems facing small business
- Small business failure

Developing a marketing strategy:

15%

- Business analysis and sources of market information
- Industry and competitor analysis
- Market research techniques
- Target market identification and rationale
- The marketing plan

Managerial accounting:

10%

- Financial components of a business plan
- Forecasting demand
- Cost projections
- Price setting

- Cash flow and cash budget forecasting
- Break-even analysis

Management: 10%

- Working as a team
- Setting goals and allocating tasks
- Preparing for and evaluating the challenges of growth
- Strategies for firm growth

Presentation of the plan: 15%

- Preparing for your audience
- Preparation of presentation materials
- Presentation skills and sequencing

### REQUIRED TEXT

O'Hara, B. "*Entrepreneurship in Ireland*", ISBN 9780717149766, Gill & Macmillan;  
 Barringer, B.R. & Ireland, R.D. (2008) *Entrepreneurship: Successfully Launching New Ventures*, 2nd edition, Pearson Prentice Hall, New Jersey;  
 Kotler, P. (2006) *Marketing Management (Analysis, Planning, Implementation and Control)*, 12<sup>th</sup> ed., Prentice-Hall Intl. Edition.

### SUPPLEMENTARY READING LIST

Allen, Kathleen, R. (1999) *Growing and Managing an Entrepreneurial Business*, Houghton Mifflin Company, Boston;  
 Burns, P. (2001) *Entrepreneurship and Small Business*, Palgrave, London;  
 Burns, P. and Dewhurst, J. (1996) *Small Business and Enterprise*, Macmillan Business, London;  
 Cagan, J., Vogel, C.M. (2002) *Creating Breakthrough Products: Innovation from Product Planning to Program Approval*, Financial Times - Prentice Hall Publishing;  
 Cooney, T.M. & Hill, S. (2002) *New venture creation in Ireland*, Oak Tree Press, Dublin;  
 Record, M. (2000) *Preparing a Winning Business Plan* (3<sup>rd</sup>, . Ed.), How to Books.

### NEWSPAPERS, PUBLICATIONS & LIBRARY FACILITIES

Financial Times	Business & Finance	International Herald Tribune
Business Plus	Irish Independent	Sunday Business Post
The Irish Times	Fortune	Business Week
The Economist	Wall Street Journal	The Sunday Times

### INTERNET WEBSITES

<a href="http://www.unison.ie/irishindependent/">http://www.unison.ie/irishindependent/</a>	<a href="http://www.kompass.ie/">http://www.kompass.ie/</a>
<a href="http://www.irishtimes.com">http://www.irishtimes.com</a>	<a href="http://www.dbeuro.com/">http://www.dbeuro.com/</a>
<a href="http://www.ft.com/">http://www.ft.com/</a>	<a href="http://www.dbireland.com/">http://www.dbireland.com/</a>
<a href="http://www.guardian.co.uk/">http://www.guardian.co.uk/</a>	<a href="http://www.enterprise-ireland.com/">http://www.enterprise-ireland.com/</a>

<http://www.economist.com>

<http://www.sbpost.ie/>

<http://www.esri.ie/>

<http://www.bizplus.ie/>

<http://www.sfa.ie>

<http://www.actualidad.com/> (index of world newspapers)

## **ASSESSMENT/GRADING**

Student's progress will be assessed by an individual assignment, and a group project and presentation. All assignments must be typed and submitted on time. Any late papers will be subject to losing 1% of the overall grade per day.

### **Assessment will take the form of:**

Assignment	20%
Business Plan (Group project)	
- written	50%
- presentation	<u>30%</u>
<b>Total</b>	<b>100%</b>

## **Grading**

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at: [http://www.hetac.ie/docs/Assessment\\_and\\_2009.pdf](http://www.hetac.ie/docs/Assessment_and_2009.pdf) (page 23).

## **ATTENDANCE**

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

## **ACADEMIC DISCIPLINE**

Refer to the subsection on Academic Discipline in the current ACD Catalogue and QA Manual.