**Modules Catalogue: DL701 – Bachelor of Business in Applied Entrepreneurship**

Erasmus students can study year 3 for a full academic year only.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
| 3 | ENTP H3003 | **Social Enterprise Practice** | 10 | Full Academic Year | The aims of the module are to introduce the students to the concept of social entrepreneurship and to allow students to apply the knowledge and skills they have acquired to date to develop a business plan for a social enterprise. The objective of the module is to give the students practical experience in implementing a social enterprise project.On successful completion of this module, the learner will be able to:1. Define the concept of social entrepreneurship
2. Apply the skills acquired in Marketing, Finance, Sales and Enterprise to assemble a business plan
3. Develop and present a funding pitch to relevant stakeholders
4. Collaborate as a team to plan and execute a social enterprise project.
 |
| 3 | ENTP H3004 | **Social Media Marketing** | 10 | Full Academic Year | The aims of the module are to provide learners with a clear overview of the role of social media marketing and its capabilities to deliver marketing objectives. The module also gives learners practical transferable digital marketing skills and helps learners to understand a strategic approach to social media.On successful completion of this module learners should be able to:1. Create a social media strategy encompassing decisions on branding, channels and communications
2. Interpret and evaluate the value of social media marketing as an integral element of marketing strategy
3. Investigate the range of strategic and tactical tools available to assist marketers to monitor and manage social media platforms
4. Evaluate current world activities and events to drive social media/PR content creation and conversation.
 |
| 3 | ENTP H3007 | **Finance 3** | 10 | Full Academic Year | The aim of the module is to enable students to use financial information to make better entrepreneurial decisions, in a socially responsible way. The objective is to ensure that students can evaluate, appraise and advise on investments, projects and employments from a managerial perspective.On successful completion of this module, the learner will be able to:1. Prepare a business plan
2. Assess the financial performance in a live enterprise environment
3. Examine the personal financial and taxation issues of entrepreneurs
4. Work as part of a group in a non-structured entrepreneurial environment.
 |
| 3 | ENTP H3008 | **Research for Entrepreneurs** | 10 | Full Academic Year | The aim of this module is to provide a comprehensive introduction to research theory, design, methods, analyses, and reporting. The practical focus of the module will be undertaking two research projects in specialist business domains. The objective is to prepare students to undertake quality applied research projects required in business and enterprise. On successful completion of this module, the learner will be able to: 1. Demonstrate an understanding of research theory and methods and apply both in their practical research projects2. Critically evaluate the importance of the research process and understand the challenges involved in undertaking quality business research3. Design an effective questionnaire-based survey for the collection, analyses and reporting of quantitative data.  |
| 3 | ENTP H3006 | **Data Management** | 5 | Semester tbc | The aim of this module is to introduce the student to importance of small and big data management in the business sector. The objective is to enable students to use basic data analysis tools such as website analytics and social media analytics in the promotion of the Social enterprise project.On successful completion of this module, the learner will be able to1. Understand the relevancy of data analytics in the digital business landscape
2. Gain a basic knowledge of data analysis practices in industry
3. Critique current practices in light of emerging technologies
4. Gain an overall knowledge of challenges in the area and how technology is overcoming these challenges.
 |
| 3 | ENTP H3009 | **Micro-Economics**  | 5 | Semester tbc | The aim of this module is to enable the learner to understand the core microeconomic concepts. The objective is to ensure students can discuss how they impact on consumers and on enterprises. On successful completion of this module, the learner will be able to: 1. Understand how microeconomic theory can be used to explain the behaviour of producers and consumers2. Understand how price operates in allocating resources3. Explain the functioning of firms in different types of market structures. |
| 3 | ENTP H3005 | **Family Business** | 5 | Semester tbc | Building on knowledge developed thus far in the program, this module will provide an important learning opportunity for students who already do, or will eventually work in family oriented businesses – equally students external to such a model will be able to develop an appreciation for the challenges and opportunities faced by their clients and business partners.On successful completion of this module, the learner will be able to:1. Explore the challenges and opportunities faced within family run business
2. Identify and engage with sources of conflict and change and growth
3. Evaluate the complex prioritisation of business and family themed objectives
4. Impact of family firms on community and philanthropy.
 |
| 3 | ENTP H3010 | **Business Law** | 5 | Semester tbc | To attune students to the relevance and role of law in relation to business.To provide students with an opportunity for structured reflection on learning.On completion of this module students should be able to:1. Identify and analyse various sources of law in the Irish system and the role of the common law
2. Demonstrate knowledge of the Irish courts system and the jurisdiction of the courts, and the basic rules of trial procedure
3. Explain the legal principles governing the law of contract and company law.
 |