**Modules Catalogue: DL823 – Bachelor of Business (Hons) in Entrepreneurship + Management**

Erasmus students can study year 3, semester 1 only.

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| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
| 3 |  | **Finance** | 10 | Semester 1 | The aim of the module is to enable students to use financial information to make better entrepreneurial decisions, in a socially responsible way.On successful completion of this module, the student will be able to: 1. Prepare the financial, including taxation, section of a business plan 2. Assess the financial performance in a live enterprise environment 3. Examine the personal financial issues of entrepreneurs (PLO 2) 4. Work as part of a group in a non-structured entrepreneurial environment 5. Assess the relevance of shareholder value maximisation theory to Irish society. |
| 3 |  | **Data Management** | 5 | Semester 1 | The aims of the module are to: * Introduce the student to data management theories and industry standards
* Introduce the student to critical analysis of theories
* Review the management, organisation and challenges of big and small data management
* Identify emerging technologies.

On successful completion of this module, students will be able to: * Gain a knowledge of current practices in industry
* Critique current practices in light of emerging technologies
* Gain an overall knowledge of challenges in the area and how technology is overcoming these challenges
* Understand the relevancy of data management in the digital business landscape.
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| 3 |  | **Research for Entrepreneurs** | 5 | Semester 1 | The module aims to develop a range of research skills and knowledge that the student can use to carry out an independent research project such as a business plan for a small/medium enterprise.On successful completion of the module, the student will be able to: * Demonstrate a knowledge of how to design and carry out a business plan for a small/medium enterprise
* Design data collection tool(s)
* Analyse and visualize collected data and research results to bring forward new information about a new business start-up
* Utilise appropriate information and skills to analyse, synthesise, evaluate and develop a report in the form of a business plan
* Defend on business plan research in a professional setting.
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| 3 |  | **Economics**  | 5 | Semester 1 | On successful completion of this module, students should be able to:* Describe the key concepts used in microeconomics
* Calculate elasticity and explain the findings.
* Know how demand and supply interact in competitive and non-competitive markets to determine prices
* Explain imperfect market structures of monopoly and oligopoly.

Indicative content of this module:Theory of rational behaviour; Supply and demand; Market equilibrium; Supply and demand elasticity; Marginal products, cost curves, long and short run; Returns to scale, profit maximisation, cost minimisation; Cost curves; Perfect Competition (Monopoly, oligopoly and monopolistic competition). |
| 3 |  | **Innovation + Creativity** | 5 | Semester 1 |

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| The aims of the module are to: * Introduce the student to creative and innovative modes and methods of thinking and communicating
* Introduce the student to concepts of entrepreneurship, and develop entrepreneurial thinking and practice
* Give the student practical transferable skills in leadership, group work and other skills such as interview techniques, developing a digital calling card, and knowledge about semiotics, persuasion and likability.

On successful completion of this module, students will be able to: * Demonstrate lateral thinking in problem solving and communication strategies
* Successfully describe and outline the processes of creativity and innovation in learning and communication
* Develop competencies with digital tools to demonstrate creative approaches to information dissemination and gathering
* Recognise the importance of reliable research to support entrepreneurial pursuits
* Strengthen competencies in group work and team selection
* Develop self-confidence and self-belief as important indicators of success in business and beyond.
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