**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. |
| 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. |
| 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 | |  | | --- | | 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. | |