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

Erasmus students can study either semester 1 of year 2 or year 3 for the full academic year.

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| **YEAR** | **MODULE TITLE** | **ECTS** | **SEMESTER** | **MODULE AIMS / LEARNING OUTCOMES** |
| 2 | **Finance II** | 5 | 1 | |  | | --- | | The aim of the module is to make learners aware of the importance of accounting and finance for enterprises in terms of accountability and decision-making. The objective is to ensure that students can prepare and analyse financial accounts. |   On successful completion of this module, the learner will be able to:   1. Prepare complete set of financial statements and reports 2. Examine company financial statements to improve decision-making 3. Explain the financial accounting and company law issues relevant to start-up and developing enterprises 4. Work as part of a group in a structured entrepreneurial environment. |
| 2 | **Online Business Development** | 10 | 1 | The aim of this module is to enable the learners to:   1. Explore the skills to research, develop and evaluate a prototype for a business website using both desktop and online applications. 2. Develop and demonstrate abilities to research and explore the latest trends and developments in Internet Technology & Applications, apply their research to the development of business websites, and also to explore and use a range of Internet Apps to manage their online presence. 3. Demonstrate the skills to research, develop, prototype and evaluate an idea for a business website using both desktop and online applications.   The objective is to ensure learners use a variety of design and technological tools and methodologies to deliver contemporary, entrepreneurial, engaging web presences.  On successful completion of this module, the learner should be able to:   1. Demonstrate an understanding of the Internet Technology trends and associated opportunities and challenges for business 2. Conduct a basic UI/UX evaluation of competitor websites or Apps 3. Develop a portfolio of social media platforms appropriate to the business 4. Demonstrate an understanding of the website development process of researching, planning, prototyping and evaluation in the creation of a business website 5. Use desktop & online HTML Editing packages to create prototype sites. |
| 2 | **Macroeconomics** | 5 | 1 | The aim of this module is to enable the learner to understand the core macroeconomic concepts. The objective is to ensure learners can discuss how they impact on the economy and on enterprise.  On successful completion of this module, the learner will be able to:   1. Demonstrate knowledge of the fundamental concepts of macroeconomics 2. Apply macroeconomic theories, concepts and knowledge to the business environment 3. Show an awareness of the complexity and interconnectivity of the general economic environment to entrepreneurial decision making. |
| 2 | **Innovation + Creativity** | 5 | 1 | The aims of the module are to:   1. Develop student creativity and innovation through theoretical and practical methodologies of creative ideation/iteration 2. Refine concepts of entrepreneurship and develop creative entrepreneurial thinking and practice 3. Develop confidence in personal creativity by utilising in-class concepts and practice.   On successful completion of this module, the learner will be able to:   |  | | --- | | 1. Demonstrate creative thinking in problem solving strategies 2. Successfully describe and interrogate the processes of creativity and innovation in product/service development 3. Develop competencies with digital tools to demonstrate creative approaches to information dissemination and gathering 4. Recognise the importance of reliable research to support entrepreneurial pursuits 5. Develop self-confidence and self-belief in personal creativity as important indicator of success in business and beyond. | |
| 2 | **Practice of Selling** | 5 | 1 | The aim of the module is to apply the theory and practice of sales and sales management in managing and controlling a salesforce, and in managing customer service.  On successful completion of this module students should be able to:   1. Utilise the steps in the personal selling process and apply to specific sales situations 2. Increase the number of real, qualified sales leads including the use of social networking and online communications to drive and convert leads 3. Handle customer objections (using proven strategies to move prospects through the sales funnel) and to use the latest proven closing techniques (to retain and win more sales) 4. Appraise the ethical and social responsibilities of the modern organisation in relation to the sale of product/service as a solution to customer’s needs 5. Evaluate internal sales processes for the purpose of developing a comprehensive sales plan. |

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| 3 | **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 | **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 | **Finance III** | 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 | **Business Research Methods** | 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 projects  2. Critically evaluate the importance of the research process and understand the challenges involved in undertaking quality business research  3. Design an effective questionnaire-based survey for the collection, analyses and reporting of quantitative data. |
| 3 | **Applied Data Management** | 5 | 1 | The aim of this module is to introduce the learner to the 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 to:   1. 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 | **Microeconomics** | 5 | 1 | 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 consumers 2. Understand how price operates in allocating resources 3. Explain the functioning of firms in different types of market structures. |
| 3 | **Family Business** | 5 | 2 | 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 | **Business Law** | 5 | Semester tbc | The module aims to:   1. Attune learners to the relevance and role of law in relation to business. 2. Provide learners with an opportunity for structured reflection on learning.   On completion of this module, the learner 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. |