

Entrepreneurial Project

Lecturer Name: Darragh O'Briain

Moodle Code: BP601

Course Code: BP601

Allocation of Marks				
	Interim Oral	Final Report	Final Presentation	Total
Percentage Contribution	10%	50%	40%	100%
ECTS Value	5 Credits			

*Details of all aspects of assessments will be provided by your lecturer in-class.

Aims and Objectives

This module is designed to facilitate learners in consolidating the strands of the full set of International Business modules, particularly Marketing Communications , Business Finance and Business Law in an integrative business project.

Learning Outcomes

On successful completion of this module learners should be able to:

1. Work as part of a cross-cultural team in a foreign business environment
2. Conduct primary and secondary market research, basing managerial decisions on the findings
3. Identify and apply the cross disciplinary relevance of learning achieved in the other programme modules
4. Generate entrepreneurial ideas and manage their development from inception to pitching for venture capital
5. Research, structure, compose and produce a formal business document
6. Prepare and deliver a formal oral pitch-style business presentation using appropriate supports

Module Content

Session 1.	Initial Briefing: project framework and parameters; timelines; group formation; work styles; idea generation; business plan report structure, elevator pitching, academic referencing;
Session 2.	Time and Project Management: idea filtering systems; introduction to sources of secondary research; the cultural filter, "Drawing my Business Exercise", Elevator Pitching

Session 3.	Elevator Pitches & Filter Meeting Guidelines: “marshmallow challenge” + group formation + idea generation and selection
Session 4.	Market Research: structuring a research plan; secondary research; sources, decision making, infographics, inserting ‘Idea’ Chapter
Session 5.	Market Research: focus groups, primary research design/plan;
Session 6.	Workshop 1: Business Plan: structure and content of the business plan; formal report writing, sources of enterprise support in Ireland; applying for venture capital and completing funding application forms progress report; Inserting Research Chapter
Session 7.	Workshop 2: progress report; interim oral presentation; Inserting marketing Chapter
Session 8.	Workshop 3: progress report; document editing
Session 9.	Workshop 4: progress report; completion of written business plan
Session 10.	Communication and Presentation Skills Seminar: presentation role play (in preparation for the formal, formatively assessed oral presentation)

Module Teaching and Learning Strategy

This module is delivered (F/T) onsite in face-to-face mode.

Classes meet once per week for 1.5 hours.

Classes are a mixture of traditional lecture style delivery, individual and group work and interactive/contributory activities.

The classroom experience is supported by a) ISB Moodle a VLE that contains digital resources for self-directed and group learning and b) the opportunity to attend ISB extracurricular activities.

Formative Assessment in this module includes: a compulsory “Filter meeting” where groups pitch their 3 prospective business ideas to a faculty member and receive guidance on avenues to pursue and pitfalls to avoid. Groups also receive peer feedback at three further checkpoints: at their elevator pitch, presenting a graphic entitled “Draw my business” and finally prior to final their final oral presentation.

As the project class evolves more towards a project workshop/clinic nearing the end of the semester there is constant feedback and positive reinforcement from the lecturer. A second tier of formative feedback comes in the form of structured inputs from the law, marketing and finance lectures who dedicate class time to the entrepreneurial project.

Reading Lists and Other Resources

New Venture Creation: Entrepreneurship for the 21st Century, Spinelli & Adams, McGraw-Hill, 10th Ed., 2015

ISE Entrepreneurship, Hisrich, Peters & Sheperd, McGraw-Hill, 11th Ed., 2019

Innovation and Entrepreneurship, Drucker, (Routledge Classics), 1st Ed., 2014

Entrepreneurship and Small Firms, Deakins and Freel, (UK Higher Education Business Management) 6th Ed., 2012

Allen, Kathleen R. *New Venture Creation*. 6th ed. South-Western, 2012.

See also reading list for Business Law, Business Finance and Marketing Communications

<http://www.intertradeireland.com>

www.cro.ie

www.revenue.ie

<http://www.enterprise-ireland.com/en/>

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

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

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

<http://www.hban.org>

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

www.aib.ie

www.cso.ie

Ilac Business Library: <https://www.dublincity.ie/residential/libraries/using-your-library/business-information>

Ted Talk Spaghetti challenge -

https://www.ted.com/talks/tom_wujec_build_a_tower_build_a_team?language=fi

https://www.ted.com/talks/david_s_rose_how_to_pitch_to_a_vc

Youtube/BBC Dragons Den