

MODULE: **ENTERPRISE DEVELOPMENT PROJECT**

CODE: **BAAF-2-2-10**

Stage: **II**

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

To provide students with the opportunity to:-

- Integrate theory with practice
- Reinforce existing knowledge and skills through practical application
- Ensure team work and individual participation
- Develop the students' research, intellectual and practical skills within the context of a significant business/finance project or issue.
- Develop the students' managerial skills and professionalism in terms of project management and communication.
- Strengthen and improve students' ability to identify and source relevant industry information.
- Ensure students' ability to investigate and evaluate a range of materials and apply critical thinking and problem solving skills
- Enhance students' personal skills as independent learners and as innovative, forward thinking individuals.

On completion of this module students will have be able to:-:

- Understand the process and dynamics of enterprise development
- Recognise key determinants underpinning successful enterprise development (e.g. personal, financial, structural, customer needs orientation, etc.)
- Recognise key learning opportunities arising from both successful and failed business ventures.
- Demonstrate a comprehensive understanding of the purpose, value and role

of research in the management and development of business

- Possess an extensive and comparative knowledge of the wide variety of information sources available
- Demonstrate autonomy with reference to sourcing and extracting relevant information from a range of primary sources of information
- Critically review and evaluate a body of knowledge relevant to a specific business matter
- Communicate results of a project effectively, and present oneself and one's data in a professional manner to an audience of peers, lecturers and industry specialists

Module Content

Enterprise Development Issues

Generating the business idea / concept

Evaluating business opportunities (e.g. market, customer needs, staff)

Key Determinants of Success / Failure

The Entrepreneurial role

Networks and Alliances

Cultural / Ethical Perspectives

The Enterprise Development Process

Developing the Business Idea

Development of Business Plans / Proposals

Identifying / Securing Support Structures (e.g. Govt., EU, Private.)

Implementation: Legal, Tax, Certification issues

Building a core team

Managing the start-up / pilot process
Maintaining the Financial focus (profit, cash flow)
Getting to Launch

Early Stage Enterprise Management

Establishing Procedures / Practice
Stakeholder Influences / Controls: Govt, Industry
Securing Markets / Overcoming Switching Costs
Product / Service Reliability Issues
Managing Growth / Rapid Change

Researching Business Ideas

Purpose, Value and Role of Research
Conducting Business / Industry Research
The Research Process
Sources of Data
Market Analysis

Types of Research

Primary research
Secondary research
Data reliability issues
Qualitative / Quantitative data
Ethical considerations
Presenting data

Financial Analysis & Review

Pricing, CVP Analysis

Financial Ratios

Forecasting Methods

Budgetary Control

Financial management & sources of finance

Set-up costs and investment decisions

Performance indicators

Industry Environment Analysis: (Review)

Political and Legal Considerations

Economic and Social Considerations

Technological Considerations

National and International Trends