

BU4610 Entrepreneurship: A commercial and social perspective

(15 ECTS credits)

Module Content/Outline:

This module focuses on the exponential growth in interest from the for profit, public and non profit sectors, in understanding the concepts of innovation and entrepreneurship in society. The teaching and learning draws from for profit and non profit literature discourse and aims to reflect academic theory and understanding; provides practical local and international examples and discuss best practice through case study analysis. Areas covered include definitions of commercial and social entrepreneurship; facets of commercial and social entrepreneurs; typical organisational management issues facing commercial and social entrepreneurs; measuring overall impact; and the future directions and growth strategies for small businesses.

Lecturer(s):

Dr. Denise Crossan <crossand@tcd.ie>

Learning Outcomes:

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

- Demonstrate a clear understanding of the initiation, development and growth process associated with commercial and social entrepreneurship
- Undertake a critical evaluation of the relevant innovation and entrepreneurship theory associated with commercial and social entrepreneurs in an Irish and international context
- Evaluate how the current theory is applied in the relevant practical context of the commercial and social entrepreneur
- Display a sound knowledge of the functional areas of management that are necessary to start up and grow a commercial and social business
- Carry out the preparatory work necessary to develop a business idea, draw up a business plan and present it to a provider of finance, in both a commercial and social context.

Recommended Texts/Key Reading:

Key Texts:

Burns, Paul (2007) *Entrepreneurship and Small Business*, 2Ed, Palgrave Macmillian

Brooks, Arthur C. (2009) *Social Entrepreneurship: A Modern Approach to Social Venture Creation*, Pearson Prentice Hall

Other:

Carter, Sarah & Jones-Evans, Dylan (2000) *Enterprise and Small Business: Principles, Practices and Policy*, Prentice Hall

Dees, Gregory J. et al (2001) *Enterprising Nonprofits: A Toolkit for Social Entrepreneurs*, John Wiley & Sons Inc

Mulvany, Clare (2009) *One Wild Life: A Journey to Discover People who Change our World*, The Collins Press

Key articles will be drawn from the following Journals such as:

- Entrepreneurship Theory and Practice
- Entrepreneurship and Regional Development
- International Journal of Entrepreneurial Behaviour & Research
- Journal of Small Business Management
- International Small Business Journal
- Journal of Creativity and Innovation

Lectures & Tutorials/Contact hours:

The Module is delivered over 2 Semesters, each of 12 weeks duration, which the first Semester focusing on commercial entrepreneurship and the latter focusing on social entrepreneurship discourse. The expected time allocation for a 15 ECTS credited module is between 300 and 375 hours, and this allocation will include teaching delivered through lectures, seminar classes and student engagement in preparation for teaching, reading, coursework development and exam preparation.

Assessment:

The Module will be assessed as follows:

Semester 1: preparation of a commercial business plan / presentation - 25%

Semester 2: preparation of a social enterprise business plan / presentation - 25%

Dates for submission

Coursework for Semester 1 & 2 due in Week 11 respectively

Penalties for late submission

5% per day or part thereof.

Students unable to submit a term assignment for medical reasons must produce a medical certificate to the School of Business Studies office within three working days of the missed submission date. Certificates received after that time will not be accepted.

Examination:

1 x 3hr examination 50%