



Robbie

Enterprise & Operations  
E&O

# Introduction To Module

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# Enterprise & Operations



*TAKE THE  
FIRST STEP*

# Overview

1. Timetable
2. Assessment
3. Business Ideas
4. Learning Outcomes

Module resource webpage:

<https://www.learning101.ie/enterpriseandoperations.html>



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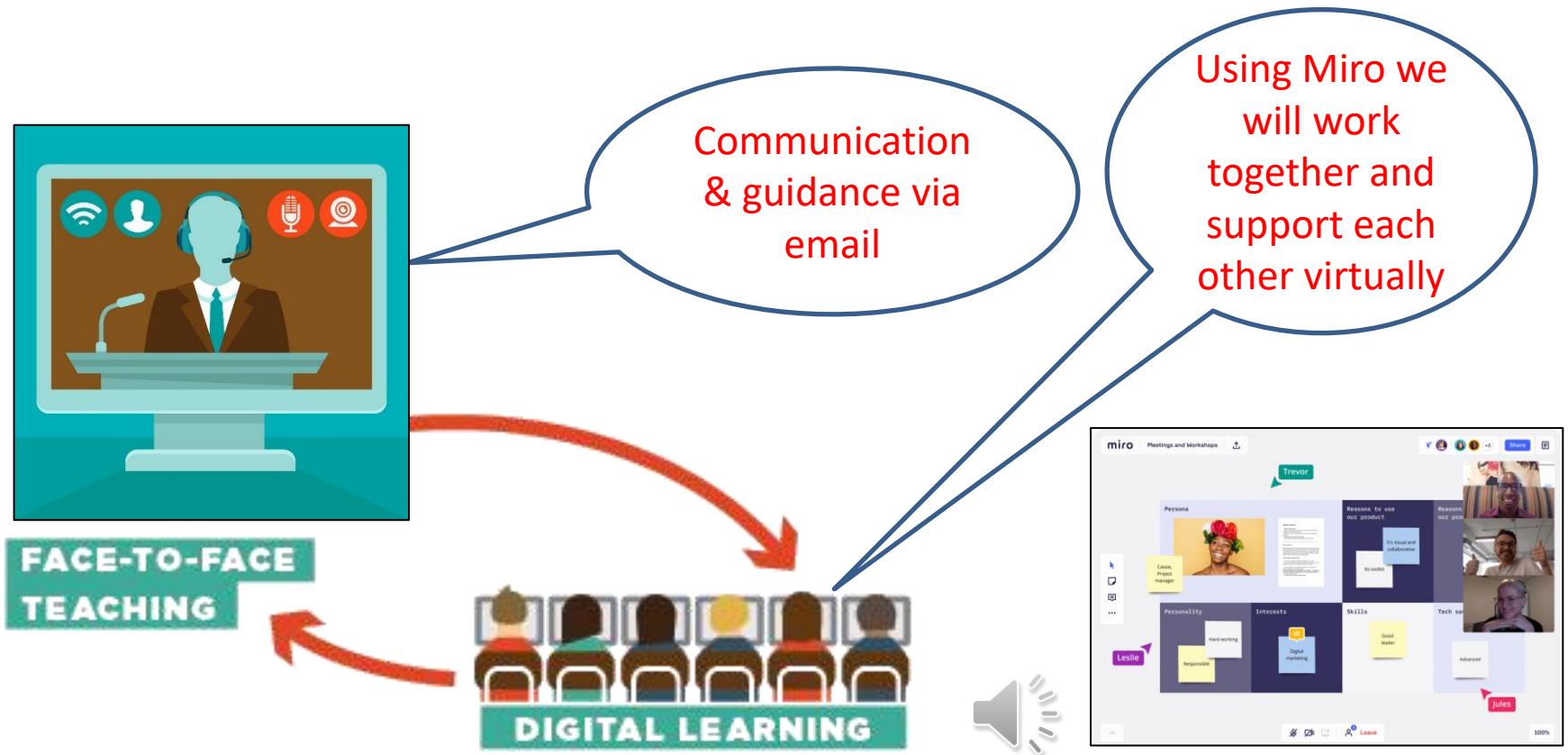
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# Timetable

- Semester is **12 weeks** long.
- Focus is on the necessary skills to develop a business idea through the various stages of the business lifecycle.



# Assessment For Learning

- 100% CA Continuous Assessment.
  - 20% CA 1 **Written Report** 1500 words  $\pm$  300 in length.
  - 20% CA 2 **Business Proposal Video Presentation** 2 minutes in length.
  - 60% CA 3 **Business Plan** 4,000 words  $\pm$  400 in length.



# Why Start your own Business

- **You may want.....**
  - More Control over your life
  - Money
  - To make a greater impact on the world
  - To experience being your own boss
  - To Create your own future!





# Business Ideas



# Business Ideas (3min video)

**Mind Mapping  
with  
Tony Buzan**

[www.iMindMap.com](http://www.iMindMap.com)



# Business Ideas





# Learning Outcomes

## Enterprise & Operations

1. Analyse the **practicalities** of what is involved in the operations **of a start-up**.
2. Critically assess the **importance of strategic planning** of an enterprise.
3. **Build the necessary team** to support the development of a new enterprise.
4. Critically evaluate the **key factors in the growth and sustainability** of a business



# Topics

1. Opportunity Recognition and Evaluation. Feasibility Study. Mission Statement. Identifying and Mobilising Resources.
2. Establishing Goals and Objectives for the Business. Management Control Systems, SWOT and PESTLE Analyses.
3. Building an Effective Team. Characteristics and self Assessment of your Team. Developing roles.
4. Organisational Structure, Location, Premises. Production and Operations Management.



# Topics

5. Financial and Non-Financial Supports. Accelerator Programmes. Criteria for Funding, Grants, Equity Investment, Debt Financing.
6. Quality Systems. Quality Control. Service Quality. Six Sigma. Supply Chain Quality.
7. Analysing and Managing for Growth. Setting Direction and Milestones for your Business. Financing Business Growth. Internationalisation. Exit Strategies.



# Summary

1. Timetable – 12 Weeks long
2. Assessment– Theory to practice, video proposal & business plan
3. Business Ideas – Mind Map
4. Learning Outcomes – Start-up life cycle, planning, management team, financing & legal obligations

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