

Fundamentals of Entrepreneurship

STMARTINS.EDU/COMMERCE

MQF LEVEL
QUALIFICATION

5

TOTAL CREDITS: 15ECTS

AUTUMN / WINTER

CONTACT HOURS: 75

ASSESSMENT HOURS: 9

The Diploma is designed to offer students a solid academic background supported with hands on experience of the business world. Students are given the opportunity to set up a company and develop an innovative product after adequate market research.

At the Institute, students are given hands on experience to develop communication material such as brochures, publications, design a website, set up pages on social media and learn how to set an advertising and public relations strategy.

Students following Fundamentals of Entrepreneurship are encouraged to participate in the Junior Achievement Young Enterprise (JA-YE) Start Up competition wherein students are given the opportunity to present a business proposal to a panel of judges.

At the end of this unit the student will have acquired the responsibility and autonomy to:

- explain the challenges of establishing a new enterprise;
- evaluate what makes a successful entrepreneur;
- assess the key elements and resource demands of the entrepreneurial process;
- develop a credible and informed plan for a start-up enterprise;
- develop a brand for a product including a logo, brand name, internet web page, Facebook page and justify the logic behind the positioning of the brand in a particular target market segment;
- draw up a marketing plan for a product, profile the customer and determine how to best reach the targeted customer;
- be skilled in forecasting the size of the market and to quantify and evaluate the market share;
- develop an advertising strategy document including a story board for video commercials and produce print, audio and video adverts as well as press releases.

The assessment for this unit will be computed using the following weighting system:

- 15% Assessed Coursework
- 85% Examinations