**Interested in Entrepreneurship/Business?** 

**Supplementary information for:**

**Bachelor of Business in Applied Entrepreneurship (CAO code DL701 – level 7).**

**Bachelor of Business (Hons.) in Entrepreneurship & Management (CAO code: DL823 - level 8).**

**What is the approach of our degrees?**

For over 18 years, our degree programmes have mixed theory and real business experience to prepare over 1,000 students for the business world (see programme designs in Appendix 4).

**What are the latest improvements?**

Students now have real business experience in years one, two and three. The latest skill modules include: ‘innovation & creativity’, ‘practice of selling’, ‘project management’ and ‘employability skills’. Other modules introduced include: ‘international entrepreneurship’, ‘digital marketing’, ‘applied data management’ and ‘business ethics’.

**What are the graduates doing?**

**Entrepreneurs** - in the fields of health, education, technology, digital marketing, food, management consultancy, fashion, jewellery, motoring services, children’s books, hospitality, social enterprise, music and web development amongst many others.

**Employees** - include: Sales Director, European HR Analyst, Vice President Finance, Head of SEO, European Account Manager, Head of Sales, Wealth Management Consultant, Business Development Manager, Regional Project Coordinator, Institutional Sales Manager, Securities Operations Specialist, Recruitment Consultant, Management Consultant, Human Resource Coordinator, SEO Specialist, Financial Services Consultant, Lecturer, CRM & Social Applications Consultant, Bank Manager, and many more.

**Employers** - our graduates are currently with Accenture, Oracle, Sony Music Entertainment Ireland, Google, State Street, Microsoft, Paddy Power, Ryanair, salesforce.com, Societe Generale, IG Group, Linkedin, Bank of America Merrill Lynch, BearingPoint, Zurich Australia, The Irish Times, Xerox Europe, BNY Mellon, Groupon Australia and many more.

**Masters programmes** – between 15% and 20% of our graduates choose to continue their studies at postgraduate level in a wide range of universities and colleges. Appendix 1 has a selection of postgraduate programmes which our alumni have studied. The strength of our degrees has recently led to the launch of two postgraduate programmes; Masters of Business in Digital Entrepreneurship and a Postgraduate Certificate in Digital Start Up.

**Location** - while most of our graduates (80%+) are based in Ireland, we also have graduates in Australia, Canada, United Kingdom, USA, the Middle East, and Asia.

Join the ‘**IADT Entrepreneurship Alumni’** group on Linkedin to get a more detailed view of our graduates. Appendix 2 has a selection of our ‘entrepreneurship alumni of the week’.

**National successes.**

Successes include:

* Joint second in the CIMA Global Business Challenge (2015 and 2012).
* IADT reach finals of the national Enactus social enterprise competition (2016).
* IADT Student Enterprise Society reaches final of Social Media Awards (2016 - zero budget category).
* Student entrepreneurs; Ellen Weber and Grace O’Sullivan win the ‘Best Online Boutique’ award at the televised Xpose awards (2016).
* Student entrepreneurs; Conor McGowan and Conor Nolan make the national final of the Irish Student Entrepreneurship Forum (2015) with their business; WattSpot.
* Teaching team short-listed for the Jennifer Burke award for innovation in teaching and learning (‘the stalls project’ - 2013).
* Fantasy Budget competition (Irish Tax Institute) – 2nd in 2007 and 3rd in 2009.
* National soccer successes in 2007, 2009 and 2012.
* Finalists in national team golf championships in 2014.

**Real world business experience in the degrees.**

**Social enterprises** (DL701) – year 3 students plan and execute a social enterprise. Examples include a study trip to the World Expo in Shanghai, selling and marketing of the National Rehabilitation Hospital calendar, an education project to promote access to third level, a financial advice magazine for third level students, a healthy eating campaign, a cookery academy and a newspaper for third level students.

**Stalls projects** – our year 1 students have run more than 100 stalls over the last 12 years in partnership with Dun Laoghaire Rathdown County Council.

**Work placement** – year 2 (DL701) students spend one day a week on work placement while year 3 (DL823) students spend four months on work placement with enterprises at home and abroad.

**Erasmus international study option** (DL823) – year 3 students may spend four months studying (through English) with our partner college in Grenoble, France.

**Student Enterprise Society** – open to all students with an entrepreneurial flair – Society of the Year 2013 and 2016 (see: ‘IADT Enterprise Society’ on Facebook)

**Anything else different about the degrees?**

Our class sizes range from 30 to 50. This facilitates a close working relationship between students and staff. On-going feedback and continuous assessment projects are key features of our degree programmes.

**How do I get onto the degrees?**

**Year 1** – admission is through the CAO. CAO points typically range between 250 and 350 with a ten year average of 300. The 2016 first round cut-off for DL701 was 200 and for DL823 it was 225 points.

The **minimum entry requirements** for DL701 are five O6/H7’s including Maths and English. The minimum entry requirements for DL823 are two H5’s at and four O6/H7’s including Maths and English. A ‘F2’ grade in Foundation Maths is accepted for these purposes.

**Years 2, 3 and 4** – transfer students from other colleges may enter at advanced stages depending on their previous studies and work experience. Applications are to be made via the CAO (see: [www.cao.ie](http://www.cao.ie) ). Please email Ms. Therese Moylan at: therese.moylan@iadt.ie for more details. A selection of FETAC courses which qualify for advanced entry to our entrepreneurship degrees can be found in Appendix 3. It is also possible to recognise appropriate work experience for advanced admission purposes.

**Want more information?**

Subscribe to our monthly email newsletter at: <http://eepurl.com/chvHwL>

Department website: <http://www.iadtentrepreneurship.com/>

Department Facebook page: <http://goo.gl/z4Wz5r>

Graduate Linkedin group: <http://goo.gl/BUQYcI>

Student Enterprise Society Facebook page: <https://goo.gl/0cmhpN>

Email contacts: conor.heagney@iadt.ie and therese.moylan@iadt.ie

Phone contacts: 01 – 2394 753 and 01 – 2394 623.

**Appendix 1. A Selection of IADT Entrepreneurship Alumni**

**Postgraduate Programmes.**

|  |  |
| --- | --- |
| **Postgraduate Programme:** | **University / College** |
| MSc in [Strategic Management and Planning](https://www.linkedin.com/edu/fos?id=101406&trk=prof-edu-field_of_study) | UCD Michael Smurfit Graduate Business School |
| MSc in Marketing Practice | UCD Michael Smurfit Graduate Business School |
| MSc Business | University of Warwick, UK |
| MSc in [Human Resources](https://www.linkedin.com/edu/fos?id=101460&trk=prof-edu-field_of_study) | DCU |
| MSc in Management Consultancy | UCD Michael Smurfit Graduate Business School |
| Masters in [International Business](https://www.linkedin.com/edu/fos?id=101465&trk=prof-edu-field_of_study) | [Nanyang Technological University](https://www.linkedin.com/edu/school?id=17113&trk=prof-edu-school-name), Singapore |
| Master of Business Studies in Strategic Management & Planning | UCD Michael Smurfit Graduate Business School |
| Master of Business Administration | University of Mary, North Dakota, USA |
| MSc in [Finance](https://www.linkedin.com/edu/fos?id=101444&trk=prof-edu-field_of_study),  | DIT |
| European Master in Labour Studies | The University of Milan, Italy |
| [**MSc**in International Business](https://www.linkedin.com/edu/fos?id=101465&trk=prof-edu-field_of_study) | DIT |
| MSc in [Human Resource Management](https://www.linkedin.com/edu/fos?id=101460&trk=prof-edu-field_of_study) | UCD Michael Smurfit Graduate Business School |
| Grande Ecole programme (Master in Management) | EDHEC - France |
| MA in Public Relations | DIT |
| **Masters in Marketing** | DCU |
| MSc in [Advertising](https://www.linkedin.com/edu/fos?id=100152&trk=prof-edu-field_of_study) | DIT |
| MSc in [iBusiness](https://www.linkedin.com/vsearch/p?keywords=iBusiness&trk=prof-edu-field_of_study) | UCD Michael Smurfit Graduate Business School |
| MSc in [Strategic Management](https://www.linkedin.com/edu/fos?id=101406&trk=prof-edu-field_of_study) | DIT |
| MSc in Marketing | UCD Michael Smurfit Graduate Business School |
| MBS in [Retail Management](https://www.linkedin.com/edu/fos?id=101420&trk=prof-edu-field_of_study) | DIT |
| H.Dip in Economics | UCD |
| MSc in [Strategic Management](https://www.linkedin.com/edu/fos?id=101406&trk=prof-edu-field_of_study) | DIT |

**Appendix 2. ‘IADT Entrepreneurship Alumni of the Week’.**

|  |  |  |
| --- | --- | --- |
| **Alumni** | **Graduated** | **Business / Career** |
| Nicola Hoyne | 2007 | Entrepreneur, My Shining Armour |
| Aindreas Phelan | 2008 | Digital marketing intrapreneur, Google |
| Stephen Shannon | 2008 | Entrepreneur – Matcha Ninja, Canada |
| Lucy Rochford | 2002 | Head of Life, Chill Insurance |
| Malindi Demery | 2014 | Entrepreneur, freddy.com |
| Philip Le Guay | 2007 | Head of Sales – Sony Music Entertainment Ireland |
| Richard O’Donnell | 2009 | Strategic Planner, ICAN |
| Patrick Lynch | 2010 | Entrepreneur - Director, Dundalk Bay Seafoods |
| Aimee Quinlan | 2009 | MD of Easi Haul Traders (catering company) |
| Paolo Cafolla | 2007 | Project Director / Business Development Manager at Serendipity by design LLC, United Arab Emirates |
| Eoin Dixon Murphy | 2013 | Entrepreneur - Co-founder of Castle33, digital marketing agency |
| Linda Devine | 2003 | European HR Analyst with CR Bard Inc |
| Zack Dutton-Hanney | 2014 | Entrepreneur, Bad Apple, & IT Manager, Rolls Royce, London |
| Andy Smyth | 2007 | National Corporates Partnerships Manager, Groupon Australia & New Zealand |
| Mark Daniel Galvin | 2011 | Farmleigh Scholarship |
| Niamh Byrne | 2006 | Institutional Relationship Manager & Dealer, IG Group (financial derivatives). |
| Michael Goss | 2011 | Entrepreneur, pilot, & researcher |
| Carol Brown | 2006 | Manager, Accenture |
| David Kirby | 2006 | Head of Marketing, BSH Home Appliances Ltd |
| Gina Kiely | 2011 | Entrepreneur & Head of Digital Marketing, The Link Marketing |
| Gavin Bunworth | 2002 | Technology account manager, Oracle |
| Con McMahon | 2002 | Entrepreneur - Schoolbag.ie |
| Pollie Fottrell | 2010 | Senior Commercial Account Manager, DocuSign |
| Emmet Dalton | 2003 | Head of Marketing, Amalgamated Hardware plc (Topline) |
| Andrew McGreal | 2007 | Entrepreneur and [Technology, Media & Telecoms Analyst](https://www.linkedin.com/vsearch/p?title=Technology%2C+Media+%26+Telecoms+Analyst&trk=prof-exp-title), AIB |
| Keith Donoghue | 2005 | Project Manager, HSBC Vancouver |
| Edel Kenny | 2008 | Operations Account Manager, Microsoft EMEA Operations Centre |
| Garry Kinsella | 2013 | Agricultural entrepreneur, Co. Wexford |
| Byron Smith | 2013 | Supply Chain Manager, Intel Ireland |
| Catherine Lockhart (Neville) | 2004 | Chief Operations Officer, Big Red Cloud |
| Enda Crowley | 2012 | Entrepreneur, Great Lakes Computers, ‘hy! Berlin’  |
| Joseph Tucker | 2003 | Senior Consultant (finance transformation), Deloitte |
| Asad Najafi | 2014 | Food entrepreneur, [www.thaistation.ie](http://www.thaistation.ie) Co. Kildare |
| Barry McGovern | 2014 | Marketing Consultant, Main Street Hub, New York |
| Dave Lawrence | 2002 | Training & Education Specialist - Cloud & SO Pillar at IBM |
| Joseph O’Donovan | 2013 | Restaurant entrepreneur, ‘Sliced’, Ballincollig |
| Joe Reid | 2011 | Inbound & SEO Marketing Manager EMEA, Salesforce |
| Luke Keogh | 2012 | Business Development Manager, Oracle |
| Brian Egan | 2009 | SME Packages Underwriter, Zurich Australia |
| **Alumni** | **Graduated** | **Business / Career** |
| Stephen Brady | 2013 | Securities Operations Specialist, Bank of America Merrill Lynch |
| David Kelleher | 2006  | Large enterprise corporate account manager, Dell |
| Ross Watkins | 2014 | Sales & Design Consultant, The Image Rights Company, London |
| Marcel Murphy | 2008 | Entrepreneur & Sales Director, Murphy Inventions Ltd |
| Allison Kearney (nee Bailey) | 2004 | Operations Director, Green Light Events |
| David Phelan | 2009 | Practice Leader, Life Sciences at Accreate |
| Andrius Zecius | 2014 | Entrepreneur, A2Zcheck.ie |
| Luke Fitzgerald | 2010 | SEO & Content Marketing Specialist at BetBright |
| Aurelija Gedrime | 2012 | EMEA HR Co-ordinator, Linkedin |
| Brendan Ennis | 2010 | Entrepreneur, BLOQ.IE, street wear and lifestyle brand |
| Rory Pratt | 2012 | Digital Marketing executive, Datalex |
| Brian O’Donnell | 2004 | Technology entrepreneur and start-up management consultant |
| Peter Browne | 2003 | CFO, US oil industry |
| Scott O’Toole | 2011 | SEO & web developer, Peak Positions, US |
| Daniel McManus | 2011 | Entrepreneur, McManus Jewellers |
| Brendan Deasy | 2006 | Governance, risk & control officer, Citi |
| Michael Noble | 2010 | Education entrepreneur, Vietnam |
| Gerard Brennan | 2005 | Chartered accountant, Deloitte Canada |
| Conor Keating | 2004 | Financial controller at FirstCare Ireland |
| David McGuane | 2008 | Recruitment consultant with Sommerman Skinner Associates, UAE |
| Gordon Curtis | 2009 | Sales Development Representative, Cargurus |
| Laura Frankish | 2009 | Technical Recruiting Lead, Palantir Technologies, London. |
| Fiona Bready | 2003 | Manager Accounts & Audit, HSOC Financial & Business Advisors |
| Oran Murphy | 2012 | Head of Software Business Development Team, Thomson Reuters |
| John Roche | 2006 | Account executive, Dell, Australia |
| Claire Barcoe | 2005 | Financial services consultant, Mazars LLP, London |
| Lorraine Lynders | 2004 | Commercial Asset Manager, Capita Asset Services |
| Shane McGowan | 2002 | Senior Financial Advisor, New Ireland Assurance |
| Dorothy McGuinness | 2010 | Business development consultant, Oracle |
| Sinead O’Sullivan | 2008 | International administrator, Southbank Institute of Technology, Australia |
| Eoin Lynch | 2007 | [Upstream](https://www.linkedin.com/vsearch/p?title=Upstream+Regulatory+Risk&trk=prof-exp-title) regulatory risk, Bank of Ireland |
| Sarah Kelleher | 2013 | B2C Communications Manager, Saon Group Ltd |
| Richard Sherry | 2008 | Business relationship consultant, Oracle |
| Mairead Dillon | 2006 | Fund Raising Manager, The Alzheimer Society of Ireland |
| Avril Mullett | 2013 | Territory Manager, Galderma |
| Conor Tobin | 2012 | Java Consultant at Experis |
| Adam Kirwan | 2011 | Motor business entrepreneur - Jap Style |
| Michael O’Connor | 2010 | Transport Officer with the army |
| Naoisa O’Brien | 2010 | Account strategist, Google |

**Appendix 3.**

Selection of FETAC courses for advanced entry to IADT Entrepreneurship degrees (apply at: [www.cao.ie](http://www.cao.ie) ):

|  |  |  |  |
| --- | --- | --- | --- |
| **Enter DL701 degree in year:** | **FETAC course** | **College** | **Link** |
| 3 | Higher National Diploma in Business and Marketing | Rathmines College of Further Education | <http://goo.gl/UjHSXe>  |
| 2 | Advanced Certificate in Business | Rathmines College of Further Education | <http://goo.gl/3tQ6Cj>  |
| 2 | Advanced Certificate in Business Studies | Blackrock Further Education Institute | <http://goo.gl/bgNOAD>  |
| 2 | Advanced Certificate in Retail Management | Blackrock Further Education Institute | <http://goo.gl/nUGwdP>  |
| 2 | Advanced Certificate in Office Administration | Dun Laoghaire Further Education Institute | <http://goo.gl/lIztuA>  |
| 2 | Advanced Certificate in Business | Ballsbridge College of Further Education | <http://goo.gl/9nXQXe>  |
| 2 | Advanced Certificate in Management | Bray Institute of Further Education | <http://goo.gl/U67hv5>  |
| ***NOTE****:* Students undertaking Advanced Certificates in Business and/or Higher National Diplomas in Business Studies at Colleges of Further Education, other than those listed above, may also be eligible for admission. Please email: therese.moylan@iadt.ie or phone Therese at: 01 – 2394 623 for more information. |

**Appendix 4. IADT Entrepreneurship Programme Designs - 2016/17.**

(All modules are 10 credits and 100% CA unless stated otherwise.)

|  |
| --- |
| **Bachelor of Business (Honours) in Entrepreneurship (DL801).**  |
| **Year 4** | Strategic Entrepreneurship& Management(50%) | Strategy & Technology | Contemporary Strategic MarketingIssues  | Strategic Human Resource Management(50%) | Tax & Finance(50%) | Business Ethics(5 credits) |
| International Entrepreneurship(5 credits) |
| **Bachelor of Business in Applied Entrepreneurship (DL701) is awarded after 3 years** (with the option of progressing to year 4). |
| **Year 3** | Social Enterprise Practice  | Applied Data Management (5 credits) | Services MarketingManagement | Research for Entrepreneurs | Finance 3(50%) | Innovation & Creativity(5 credits) |
| Data Management(5 credits) | Economics 2(5 credits)(50%) |
| **Year 2** | Enterprise Experience | Business Mathematics 2(5 credits) | Economics 1(5 credits)(50%) | Enterprise Law(50%) | Finance 2(50%) | Employability Skills(5 credits) |
| Internet Applications 2(5 credits) | Practice of Selling(5 credits) | Project Management(5 credits) |
| **Year 1** | EnterprisePractice  | Internet Applications 1 (5 credits) Business Mathematics 1 (5 credits) | Introduction to Digital Marketing(5 credits) | Enterprise Management(50%) | Finance 1(50%)  | Learning for Business |
| Marketing for Entrepreneurs(5 credits) |
| **Bachelor of Business (Honours) in Entrepreneurship & Management (DL823).**  |
| **Year 4** | Strategic Entrepreneurship& Management(50%) | Strategy & Technology  | Contemporary Strategic MarketingIssues | Strategic Human Resource Management(50%) | Tax & Finance(50%) | Business Ethics(5 credits) |
| International Entrepreneurship(5 credits) |
| **Year 3** | Placement (30 credits)(four months) |
| Research for Entrepreneurs(5 credits) |  | Data Management(5 credits) | Economics 2(5 credits)50% | Finance 3(50%) | Innovation & Creativity(5 credits) |
| **Year 2** | Enterprise Case Study(5 credits) | Business Mathematics 2(5 credits) | Marketing Communications & Sales | Enterprise Law(50%) | Finance 2(50%) | Employability Skills(5 credits) |
| Economics 1(5 credits)(50%) | Internet Applications 2(5 credits) | Project Management(5 credits) |
| **Year 1** | EnterprisePractice  | Internet Applications 1 (5 credits) Business Mathematics 1 (5 credits) | Introduction to Digital Marketing(5 credits) | Enterprise Management(50%) | Finance 1(50%)  | Learning for Business |
| Marketing for Entrepreneurs(5 credits) |