

PEOPLE DEVELOPING PEOPLE

BA (Hons) in Business, Social Enterprise,
Leadership and Management

Learn how to Lead, Develop, Manage and Govern
Communities, Enterprises and People



 **EQUAL
IRELAND**

 **AIT**
Institiúid Teicneolaíochta
Bhaile Átha Luain
Athlone Institute
of Technology

PROGRAMME OVERVIEW

This is a unique BA Honours Degree Programme, having a cross sectoral reach, which provides the learner with a range of practical skills, knowledge and experience, equally applicable to leadership and management roles in either the public, private, 'not for profit' or social enterprise sectors of the economy.

A key objective of this, and other EQUAL Ireland programmes, while enhancing employability, is moreover, to encourage and support the development of learners who are self-directed and independent through providing them with learning skills and knowledge, which can be effectively used in a variety of life, community and employment situations.

Completion of this Honours Degree will open the door to a Masters in Cooperative Enterprise with University College Cork.

IN SUMMARY....

- QQI Level 8 Award
Athlone Institute of Technology
- Local Delivery
- 12 Months
- Learning assessed via assignments
- No Exams
- 6 Modules
- Workshops for each Module
- Enhanced Employment Opportunities
in Business, Social Enterprise and
Community.
- Total cost is €2,000 (Phased Payment
System is available)



THE PROGRAMME

BA (Hons) In Business, Social Enterprise, Leadership and Management

ENTRY REQUIREMENTS:

People are required to have successfully completed either:

- A BA in Business, Enterprise & Community Development
- A Level 7 programme in another appropriate discipline or
- Successfully completed a Recognition of Prior Learning (RPL) process. EQUAL Ireland will provide special supports to participants who wish to enter using the RPL process, please ask!

Bear in mind that we particularly welcome people who, while not having the required academic qualifications, do have significant relevant knowledge and experience acquired from home, work and life, learning and experience.

DELIVERY:

Delivery is over 12 Months approx through an online blended learning methodology including attendance at one day workshops for each module. As a result of the Covid 19 Pandemic EQUAL Ireland's goal of achieving the capacity to deliver this programme completely On Line, and to acceptable academic standards, is progressing steadily. So if this delivery method better suits your circumstances, then do please ask us for an update?

ASSESSMENT:

Assessment is by continuous assessment in applied project form.

AWARD:

An AIT QQI Level 8.

PROGRESSION:

MA in Cooperative Enterprises with UCC.



PROGRAMME CONTENT

Leading & Managing Organisations 10 Credits

This Module is designed to develop the learner's understanding of the necessity for effective leadership, supporting continuous change and performance improvement. It will examine the extent to which change yields real improvement in an organisation's performance while moving towards achieving strategic objectives.

Digital Marketing 5 Credits

This Module aims to develop the learner's understanding of the necessity for effective digital marketing and operations to support customer/client engagement. It will focus on how to grow and leverage an organisation's brand communications, supporting sustainability and aligning the business and digital marketing objectives.

Social Enterprise Development and Governance 10 Credits

This Module introduces the foundations of Social Entrepreneurship crucial to understanding the developmental and governance decisions that social entrepreneurs engage in and the environment in which their decisions are taken. The tasks that must be undertaken before launching a new venture are considered. The module will have an applied focus on ethical behaviour, corporate governance and corporate social responsibility.

'Not-for-Profit' Organisation Theory & Practice 10 Credits

This Module will examine the different types of organisation that exist in the 'not for profit' sector and will investigate the distinguishing features of these organisations. In addition the module will explore the factors that have led to the emergence of social enterprises and other 'not for profit' organisations and how they contribute to communities especially in the context of the National Social Enterprise Policy for Ireland.

Community Youth Work Approaches & Principles 5 Credits

The aim of this Module is to develop the professional and transferable skills of learners through an examination of the approaches and principles of youth and community work in Ireland and internationally. The module examines community and youth focused participation and explores theoretical and practical approaches to working within communities and with young people. It provides students with the knowledge, skills and values to manage community and youth based Youth Projects.

Community/Workplace Research Project 20 Credits

The aim of this Module is to facilitate the learner's academic and research skills so as to enable them to complete a significant research project (6,000- 8,000 words). The project will be carried out in collaboration with communities and/or enterprise organisations, partially with the aim of the learner's research actually providing them with real benefits. The project will focus on analysis, critical thinking, judgment and investigation, in accordance with accepted criteria and ethical standards. Each learner will be given an opportunity to present their project through a final 'Viva Voce' oral presentation, which will form a part of the final assessment process.





THIS COULD BE FOR YOU IF YOU ARE.....

—
An EQUAL Ireland Graduate of the BA in Business, Social Enterprise and Community Development or its equivalent

—
A Business Manager/Owner

—
An Entrepreneur or Innovator who wants to establish a successful social or commercial enterprise

—
A Volunteer in a Community Group or Organisation whose full time employment prospects, would be enhanced through your achieving a degree!

“What kind of a job will I get with this qualification?”

is one of the most frequent and persistent questions asked at EQUAL Ireland Information Sessions.

The first thing to be said in response to this question has to be that this Degree imparts generic business, leadership and management skills to the learner. It is for example neither a Law, Nursing or Engineering Degree, so the type of work, which can be successfully competed for is of a broader nature and includes a wider range of job types.

Our programmes are aimed at developing your skills and knowledge so that you can compete effectively for the available jobs, whether they be in leadership and management roles in business, social enterprise or the community or voluntary sectors.

Graduating from this programme will for example enable you to engage in any of the following career options in either a:

■ A Social Enterprise ■ A Commercial Business ■ A Community Organisation

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|------------------------------|---------------------------|--------------------------|
| • CASE MANAGEMENT MANAGER | • PROJECT MANAGER | • FAMILY SUPPORT MANAGER |
| • DEVELOPMENT MANAGER | • REGIONAL YOUTH OFFICIAL | • SUPERVISOR/MANAGER |
| • DIGITAL MARKETING OFFICIAL | • TRAINER/MANAGER | • SERVICE MANAGER |
| • FUNDRAISING OFFICIAL | • TRAINING CO-ORDINATOR | • DIRECTOR OF SERVICES |
| • JOBS COACH | • OPERATIONS MANAGER | • BUSINESS DEVELOPMENT |
| • MABS MONEY ADVISER | • OFFICE MANAGER | • TEAM MANAGER |
| • PROGRAMME MANAGER | • SHOP MANAGER | |





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EQUAL Ireland is a '*not for profit*' social enterprise engaged in the design, development and delivery of accredited community education programmes.

Please visit our website www.equalireland.ie where you can download a copy of our position paper '*Everyone Deserves a Second Chance*'

EQUAL IRELAND PROGRAMMES INCLUDE:

ESSENTIAL SKILLS CERTIFICATE (WORKPLACE, COMMUNITY AND EDUCATION)

HIGHER CERTIFICATE IN BUSINESS, SOCIAL ENTERPRISE AND COMMUNITY DEVELOPMENT

BA IN BUSINESS, SOCIAL ENTERPRISE, AND COMMUNITY DEVELOPMENT

MENTORING AND FACILITATION SKILLS FOR RECOGNITION OF PRIOR LEARNING (RPL)

LEARNING TO TRAIN

EQUAL IRELAND HAS AN ARRANGEMENT WITH UCC FOR PROGRESSION FROM OUR HONOURS BA IN THEIR MA IN COOPERATIVE ENTERPRISES.