

Course Syllabus

Entrepreneur's Course- National College of Ireland

22nd September - 27th October, 2009. 7.30pm -9.30pm.

Week 1-Tuesday 22nd September

Starting Your Business

John Crawley, former Senior Banker, Ulster Bank, Director, Oui Can Do

- How to write a good business plan
- How to finance your business
- Top five tips for running a successful business

Business Case Study

David FitzGerald, Managing Director, FitzGerald Auctioneers

"Starting a Property business and where the market is at now"

Week 2-Tuesday 29th September

Running Your Business-Part 1

Bob Hogan, Director, Newwave Purchasing

- Managing your businesses costs
- Experiences of a new business - start up to date (first 3 years)
- Criteria for Success (in hindsight!)

Business Case Study

Sarah Newman, Dragon's Den Panellist, former owner Needahotel.com

"An overview of Needahotel.com and subsequent experiences and business interests"

Week 3-Tuesday 6th October

Running Your Business –Part 2

Sonia McEntee, Tax Advisor and Managing Director, Astons Wealth

- Key tax issues in relation to your business"

Business Case Study

Gerald FitzGerald, Director, Morgan McKinley, Premier Recruitment Group

"Aim high and then higher again"

Week 4–Tuesday 13th October

Growing Your Business- Part 1

Anne O'Connell, Solicitor, William Fry Solicitors

- Key issues in relation to Employment Law and your business

Growing Your Business-Part 2

Mary FitzGerald- Managing Director, Mary FitzGerald Public Relations

- Market Research
- PR and Marketing your business. "From small acorns big oak trees grow"
- Use of Modern Technology to promote your business, Facebook, LinkedIn, Twitter

Week 5-Tuesday 20th October

Business Case Study

Paddy Power, Director, Paddy Power Bookmakers

“Expanding the business from betting shops to on-line”

Business Case Study

Duan Stokes, Publishing Director, Hotpress magazine

“An insight into the world of publishing”

Week 6-Tuesday 27th October

Growing Your Business-Part 3

Patricia Callan, Director, SFA- Small Firms Association

- What the SFA is about, how to Network and the value of Networking for your business

Business Case Study

Mark O’Keeffe (formerly of Peter Marks) and Paula Callan O’Keeffe, Directors, Brown Sugar (Hair and Beauty)

“Husband and wife team who have developed a successful brand and business, talk about working together to compliment each others skills and the vision for the future of their business”

Course Ends

NB. Please note some of the lecturers listed on this course may change due to unforeseen circumstances. Further information:

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