

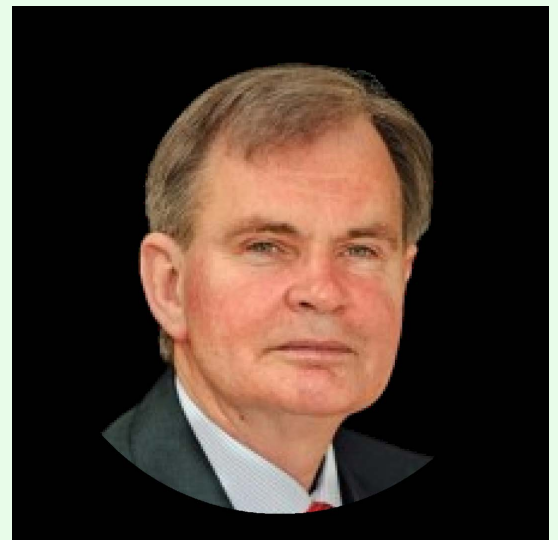
FIONTAIR INBHUANAITHE:

*Straitéis, Cuspóir
agus Ceannaireacht*

SUSTAINABLE VENTURES:

*Strategy, Purpose,
and Leadership*





Course Description

There is an urgent need for a paradigm shift in the mission, purpose, and values of organisations and individuals to counter social and environmental problems such as wealth inequality, biodiversity loss, and climate change. Focusing primarily on vanity metrics and media attraction, corporate social responsibility (CSR) targets are not effective measures in ensuring a thriving society and planet.

Sustainable Ventures: Strategy, Purpose, and Leadership, offers a radical response to economic and environmental challenges. The course is developed and delivered by author and professor Dr Finbarr Bradley. This internationally acclaimed programme is founded on the assertion that Ireland's culture and traditions represent powerful resources that stimulate meaning, innovation and creativity while promoting ecological integrity and economic prosperity.

The course aims to guide and support participants in acquiring a deeper, holistic understanding of how value, both monetary and non-monetary, is created and shared through the development of purpose-driven sustainable ventures.

The course examines a range of concepts including real value, regenerative innovation, materialism, eco-design, circular economy, ethical consumerism, and much more. In addition to these central themes,



Sustainable Ventures aims to equip participants with the practical knowledge and resources required to establish a regenerative enterprise, submit successful applications for funding and develop influential connections with industry leaders. Students will also have opportunities to draw on their own work and life experiences to explore the ideas and topics covered in the course.

The course delves into the critical role that authenticity, sense of place and identity play in community-owned and place-based enterprises. Inspiring ventures in sectors such as food, the arts, craft, tourism, renewable energy and more, are also examined.

You'll benefit from this 12-week professional diploma, if:

You want to enhance your knowledge and understanding of the global green economy.

You are a forward-thinking innovative creator who desires the practical skills necessary to establish and grow a green venture.

Cur Chuige Foghlama

Reáchtálfar ranganna sa seomra ranga in ionad Ghaelchultúir agus ar líne araon. 24 uair an chloig ranga a bheidh sa chúrsa san iomlán agus mairfidh sé 12 sheachtain, ón tseachtain dar tús Dé Luain, 26 Meán Fómhair go dtí an tseachtain dar tús Dé Luain, 12 Nollaig.

Foghlaimoidh na rannpháirtithe trí mheascán de léachtaí, aoichainteanna, cás-staidéir, léitheoireacht agus plé ranga.



Measúnú

Measúnú ar an Mac Léinn Aonair (50% den Ghrád)

Aiste phearsanta ina ndírítear ar fhéinmhachnamh agus féinchlaochlú agus ina mbaintear leas as an ábhar a clúdaíodh sna ranganna agus as taighde féinstiúrtha thar an 12 sheachtain. Ní mór an aiste a chur isteach sa tseachtain roimh an seisiún ranga deireanach.

Tionscadal Grúpa (40% den Ghrád)

Glacann mic léinn páirt i ngrúpa chun samhail d'fhiontar glas uailmhianach a phlé mar choincheap agus a fhorbairt i rith an 12 sheachtain den chlár. Cuirfear na fiontair seo i láthair an ranga agus páirtithe leasmhara ábhartha ag deireadh an chláir.

Measúnú Leanúnach (10% den Ghrád)

Rannpháirtíocht sa Rang agus Obair Bhaile.

Ábhar an Chúrsa

| Seachtain(i) | Topaicí a Phléifear |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 - 3 | Fíorluach; Brí agus Cuspóir; Straitéis Ghlas; Cailtneas Bithéagsúlachta a Theorannú; Tomhaltachas Comhfhiosach; Smaointeoireacht Fhadtéarmach |
| 4 - 7 | Údaracht; Fiontair atá Lonnaithe i ndúichí faoi leith agus Faoi Úinéireacht an Phobail i Réimsí na nEalaíon, na Ceardaíochta, an Bhia/na nDeochanna, na Turasóireachta, an Fhuinnimh In-Athnuaite, etc. |
| 8 - 9 | Féinteorainneacha; an Dífhás; Dramhaíl a Laghdú; an Geilleagar Ciorclach; an Geilleagar Uileghabhálach ; Éiceadhearadh; Éicéifeachtúlacht; an Bhithaithris |
| 10 - 11 | Eispéiris Chlaochlaitheacha; an Nuálaíocht Athghiniúnach; Infheistíocht a bhfuil Tionchar aici |
| 12 [An Rang Deireanach] - 13 | Tionscadal Grúpa; Cuir i Láthair ó Bhéal & Tuarascáil Scríofa Curtha Isteach Aiste an Mhic Léinn Aonair Curtha Isteach |

Chúrsa – Fionnbarra Ó Brolcháin

Le blianta beaga anuas, tá cúrsaí faoi fhiontair atá bunaithe ar chuspóir múinte ag Fionnbarra Ó Brolcháin sa Choláiste Ollscoile, Baile Átha Cliath agus i gColáiste na Tríonóide, Baile Átha Cliath. Bhí sé ina ollamh le hairgeadas in Ollscoil Chathair Bhaile Átha Cliath, áit a raibh sé ina stiúrthóir bunaidh ar an Ionad Gaeilge, Fiontar. Bhí sé ina ollamh in Ollscoil Mhá Nuad agus ina ollamh cuartaíochta ag University of Michigan, Fordham University, Toulouse Business School, Vienna

University of Economics & Business, Copenhagen Business School agus Aalto University, an Fhionlainn. Tá roinnt leabhar scríofa nó comhscríofa aige, lena n-áirítear Digging Deeper: How Purpose-Driven Enterprises Create Real Value (2017), The Irish Edge: How Enterprises Compete on Authenticity and Place (2013), Meon Gaelach, Aigne Nuálaíoch (2011) agus Capitalising on Culture, Competing on Difference (2008). Thosaigh sé amach mar innealtóir agus d'oibrigh sé le GE sna SA agus sa Chóiré Theas. Tá céim san innealtóireacht leictreach aige ó Choláiste na hOllscoile, Corcaigh agus tá PhD san airgeadas idirnáisiúnta aige ó Stern School of Business, New York University (NYU).

