

IRUPA and Munster Rugby



Off-Pitch Business Potential for Munster Rugby Players.

Recognising the need to develop the skills of rugby players outside the sport, CIT, IRUPA and Munster Rugby joined forces resulting in the development of a 'Certificate in Enterprise Potential'.



The Need

IRUPA and Munster Rugby aim to promote and protect the welfare of their members by endeavoring to safeguard their futures both on and off the pitch. With this in mind, IRUPA approached CIT to develop an enterprise and business focused course.

The Solution

CIT's School of Business in conjunction with IRUPA and Munster Rugby, designed, developed and delivered a 30 week 20 credit Special Purpose Award entitled 'Certificate in Enterprise Potential'.

The aim of the course is to provide participants with the skills to understand how an enterprise operates and the steps involved in turning an idea into a business opportunity. On completion of the course, participants will be sufficiently well informed to consider self-employment as a career option. The content and structure of the course was designed specifically around the needs of the players.

Challenges

One of the main challenges was to make the course flexible enough to work around the players' availability and within the

scheduling constraints of both the training and match sessions at a provincial and a national level.

Critical Success Factors

To be a success, this course needed to meet a number of criteria. The course content needed to focus on the practical application of the concepts in each of the modules. This practical nature allowed participants to develop their own individual skills and to understand their own strengths in relation to entrepreneurship.

A key element of the course was to build up a network of both entrepreneurs and business support contacts for the players.

Players also got the chance to spend time at the Rubicon Centre to meet and mingle with the staff and entrepreneurs based there.

Benefits of the Engagement

The principal benefits of the programme to the student are the practical skills that they develop: learning to work as part of multidisciplinary teams; learning to communicate effectively in the workplace and improving time-management skills.

"In delivering the course, all parties worked together in terms of tapping into the wider network of entrepreneurs, business support agencies and professionals to cater for the needs of the group."

Dr Breda Kenny,
Programme Coordinator CIT.

"This course was fantastic for building contacts, and meeting business owners was a real insight. The information and speakers on pensions, investments and franchising was really beneficial."

Donnacha Ryan,
Munster Rugby.

