Gaelchultúr

FIONTAIR BHEO:

Cuspóir, Straitéis agus Ceannaireacht

SUSTAINABLE VENTURES:

Purpose, Strategy and Leadership

COLÁISTE na hÉIREANN
DÍLSEACHT DON TEANGA AGUS DON LÉANN

Professional Diploma | Dioplóma Gairmiúil

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Cur síos ar an gCúrsa

Tá géarghá le hathrú paraidíme ar mhisean, cuspóir agus luachanna eagraíochtaí agus daoine aonair chun cur in aghaidh fadhbanna sóisialta agus comhshaoil amhail éagothroime rachmais, caillteanas bithéagsúlachta agus athrú aeráide.

Freagairt radacach ar dhúshláin eacnamaíochta agus chomhshaoil is ea *Fiontair Bheo: Cuspóir, Straitéis agus Ceannaireacht*. Is é an Dr Fionnbarra Ó Brolcháin, údar agus ollamh, a dhear an cúrsa agus a chuireann i láthair é. Tá an clár seo, a bhfuil clú idirnáisiúnta air, bunaithe ar an dearbhú gur acmhainní cumhachtacha iad cultúr agus traidisiúin na hÉireann lena spreagtar brí, nuálaíocht agus cruthaitheacht agus lena gcuirtear sláine éiceolaíoch agus rathúnas eacnamaíoch chun cinn.

Tá sé mar aidhm ag an gcúrsa treoir agus tacaíocht a thabhairt do na rannpháirtithe chun tuiscint níos doimhne agus níos iomlánaíche a fháil ar conas a chruthaítear agus a roinntear luach, idir luach airgeadúil agus luach neamhairgeadúil, trí fhiontair inbhuanaithe atá bunaithe ar chuspóir a fhorbairt.

Pléitear réimse coincheap sa chúrsa, lena n-áirítear fíorluach, an nuálaíocht athghiniúnach, an t-ábharachas, an t-éiceadhearadh, an geilleagar ciorclach, an tomhaltachas eiticiúil agus neart eile. Lena chois sin, bíonn deiseanna ag na mic léinn leas a bhaint as a gcuid taithí ar an obair agus ar aon saol chun cíoradh a dhéanamh ar na smaointe agus na hábhair a chlúdaítear sa chúrsa.

Déantar fiosrú sa chúrsa ar an ról ríthábhachtach atá ag an údaracht, ag an tuiscint ardhúiche agus ar an bhféiniúlacht i bhfiontair atá faoi úinéireacht an phobail agus lonnaithe i ndúiche faoi leith. Pléitear fiontair spreagúla in earnálacha an bhia, na n-ealaíon, na turasóireachta, an fhuinnimh in-athnuaite agus in earnálacha eile nach iad.

Bainfidh tú tairbhe as an dioplóma gairmiúil 12 sheachtain seo:

- Má tá tú ag iarraidh an t-eolas agus an tuiscint atá agat ar an ngeilleagar glas domhanda a fheabhsú.
- Más duine cruthaitheach fadbhreathnaitheach nuálach thú agus má theastaíonn na scileanna praiticiúla uait chun fiontar glas a bhunú agus a fhorbairt.
- Má tá tú ag iarraidh fiontar a bhunú, do chonair ghairme a athrú nó cur le do thacar sainscileanna laistigh den ról atá agat faoi láthair.
- Má tá tú ag dréim le dearcadh níos glaise ar shaincheisteanna eacnamaíochta agus comhshaoil laistigh de d'ionad oibre.
- Más mian leat a bheith mar chuid de líonra gníomhach agus nuálach de dhaoine gairmiúla a bhfuil an dearcadh céanna acu agus a bhfuil todhchaí athghiniúnach mar chomhsprioc acu.

***Tábhachtach:**

Is trí mheán na Gaeilge a chuirtear *Fiontair Bheo: Cuspóir, Straitéis agus Ceannaireacht* i láthair ina iomláine, lena n-áirítear na léachtaí, an plé ranga agus na tascanna ar fad. Ba chóir go mbeadh gach duine atá ag iarraidh clárú ar an gclár muiníneach as cumarsáid a dhéanamh le daoine eile agus as é/í féin a chur in iúl trí mheán na Gaeilge.

Torthaí Foghlama

Tar éis dóibh an clár a chríochnú go rathúil, beidh rannphháirtithe in ann:

- An chaoi a n-anailísítear, a gcruthaítear agus a roinntear fíorluach a thuiscint trí staidéar a dhéanamh ar scéalta fiontar glas ó áiteanna éagsúla ar fud an domhain.
- Anailís a dhéanamh ar an gcaoi ar féidir le saol a bhfuil cuspóir leis a bheith ann mar thoradh ar fhiontair ghlasa trí chéim i dtreo sochaí agus pláinéad atá faoi bhláth a éascú.
- Machnamh a dhéanamh ar conas saol maith a chothú a bhfuil brí dhomhain agus cuspóir leis, cé acu atá siad ag obair do dhaoine eile nó ag bunú a bhfiontar féin.
- Fiontar glas samhlaíoch a phlé mar choincheap, a phleanáil agus a fhorbairt mar bhall de ghrúpa.
- Tuiscint a léiriú ar an gcaoi ar féidir le pobal rathúil féintuilleamaíoch a bheith ann mar thoradh ar gheilleagar athghiniúnach áitiúil a bhfuil fiontair ghlasa mar bhonn faoi.
- Tuiscint a léiriú ar conas a bhfiontar glas féin a bhunú agus a mhaoiniú nó conas páirt nuálach a ghlacadh i bhfiontar eile.
- A bheith chun cinn ar threochtaí eacnamaíochta agus comhshaoil.

Cur Chuige Foghlama

Reáchtálfar na ranganna ar líne. 24 uair an chloig ranga a bheidh sa chúrsa san iomlán agus mairfidh sé 12 sheachtain, le tosú Dé Máirt, 24 Meán Fómhair 2024.

Foghlaimeoidh 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 uaillmhianach 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.

Conas is féidir liom clárú don chúrsa?
Is féidir clárú don chúrsa ar www.gaelchultur.com. Má tá an cúrsa á mhaoiniú ag d'áit oibre, is gá cead a fháil le tabhairt faoin gcúrsa sula gcuirfidh tú in áirithe é.

Ábhar an Chúrsa

Seachtain(í)	Ábhair a Phléifear
1 - 3	**Fíorluach;** Brí agus Cuspóir; Straitéis Ghlas; Caillteanas Bithéagsúlachta a Theorannú; Tomhaltachas Comhfhiosach; Smaointeoireacht Fhadtéarmach
4 -7	**Údaracht;** Fiontair atá lonnaithe i ndúiche 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

Stiúrthóir an 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).

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.

Sustainable Ventures: Purpose, Strategy, 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. 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.
- You're looking to start an enterprise, shift career paths or broaden your skill set within your current role.
- You strive for a greener outlook to economic and environmental issues within your workplace.
- You want to become part of an active and innovative network of like-minded professionals sharing a common goal for a regenerative future.

**Important:*
Sustainable Ventures: Purpose, Strategy and Leadership is delivered completely through Irish, including all lectures, class discussions and assignments. Those wishing to enrol in the programme should be confident in communicating and expressing themselves through the medium of Irish.

Learning Outcomes

On successful completion, participants will be able to:

- Understand how real value is analysed, created, and shared by studying the stories of successful green ventures from around the world.
- Analyse how green ventures may lead to a purposeful life by helping move towards a flourishing society and planet.
- Reflect on how to build a good life, driven by deep meaning and purpose, either working for others or setting up their own venture.
- Conceptualise, plan, and develop an imaginative green venture as part of a group.
- Appreciate how a regenerative local economy powered by green ventures can result in a thriving self-reliant community.
- Understand how to establish and fund your own green venture or innovatively contribute to another.
- Be ahead of economic and environmental trends.

Learning Approach

Classes will be held online. The course will consist of 24 class-hours in total, delivered over 12 weeks, beginning on Tuesday, 24 September 2024.

Participants will learn through a combination of lectures, guest talks, case studies, readings, and class discussions.

Assessment

Individual Assessment (50% of Grade)

Personal essay centring on self-reflection and self-transformation, drawing on content covered in classes and self-conducted research over the 12 weeks. The essay is due within a week of the last class session.

Group Project (40% of Grade)

Students engage as part of a group to conceptualise and develop an ambitious mock-up green venture throughout the 12 weeks of the programme. These ventures will be presented to the class and relevant stakeholders at the end of the programme.

Continuous Assessment (10% of Grade)

Class Participation and Homework.

How do I register for the course?

You can register for the course on www.gaelchultur.com. If the course is being funded by your workplace you must seek permission (from your manager or training unit) prior to booking your place.

Course Content

Week(s)	Topics Discussed
1 - 3	**Real Value;** Meaning and Purpose; Green Strategy; Limiting Biodiversity Loss; Conscious Consumerism; Long-Term Thinking
4 - 7	**Authenticity;** Place-Based and Community-Owned Ventures in the Arts, Craft, Food/Drink, Tourism, Renewable Energy, etc.
8 - 9	**Self-Limits;** Degrowth; Waste Reduction; Circular Economy; Donut Economy; Eco-Design; Eco-Efficiency; Biomimicry
10 - 11	**Transformative Experiences;** Regenerative Innovation; Impact Investment
12 [Final Class] - 13	**Group Project;** Oral Presentation & Written Report Submitted **Individual Essay** Submitted

Course Director

Finbarr Bradley

In recent years, Finbarr Bradley has taught courses on purpose-driven ventures at both University College Dublin and Trinity College Dublin. He has been a professor of finance at Dublin City University where he also was founding director of the Irish-medium Centre, *Fiontar.* He was a professor at Maynooth University and a visiting professor at, among others, the University of Michigan, Fordham University, Toulouse Business School, Vienna University of Economics & Business, Copenhagen Business School and Aalto University, Finland. He has authored or co-authored several books including *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) and *Capitalising on Culture, Competing on Difference* (2008). He began his career as an engineer working with GE in the US and South Korea. He has an electrical engineering degree from University College Cork and a PhD in international finance from the Stern School of Business, New York University (NYU).

Teistiméireachtaí

“Cúrsa ar an chaighdeán is airde is ea Fiontair Bheo.”

“Bhí na téamaí fíorspéisiúil. Bhí lón iontach machnaimh in ábhar an chúrsa agus bhí comhluadar cumasach agus taitneamhach ann."

“Bhí sé deas bualadh le mo chomhpháirtithe ar an gcúrsa agus cuairt a thabhairt ar na heagrais éagsúla in iardheisceart na Gaillimhe.”

“Bhí an-éagsúlacht san ábhar. Cuireadh eolas fiúntach os ár gcomhair, agus bhí an teagasc féin pointeáilte agus úsáideach.”

“Mhúin Fionnbarra an cúrsa dúinn ar bhealach fonnmhar, taitneamhach agus, mar gheall air sin, bhí mé in ann páirt ghníomhach a ghlacadh i ngach léacht.”

Testimonials

"Sustainable Ventures is a course of the highest standard.”

"The themes were very interesting. The course materials encouraged contemplation and reflection, amongst effective and enjoyable company.”

"It was nice to meet with my fellow course participants to visit the various organisations in southwest Galway.”

"There was fantastic variety in materials. We were provided with valuable information, whilst the teaching was precise and practical.”

"Finbarr taught the course to us in an enthusiastic, enjoyable manner. Consequently, I was able to play an active role in every lecture.”