

INNOVATION & ENTREPRENEURSHIP

This module is tailored to the distinctive needs of the research student, and in particular the need to equip researchers with innovation and enterprise skills to meet the challenges of a changing economic environment. This module will cover the concept of entrepreneurship, the culture and workings of an entrepreneurial environment as well as the personal and environmental factors which support entrepreneurial behavior. The module will give learners an excellent grasp of the principles underlying creative thinking, problem solving and innovation and will provide scope to appraise the entrepreneurial and commercialization potential of their own field of research. In cognition of the changing career destination of research graduates, entrepreneurship as a career path will be evaluated.

LEARNING OUTCOMES:

On successful completion of this module the learner will be able to:

- Assess the economic and social benefits and supports for successful entrepreneurship for individuals, society and the economy.
- Evaluate the relationship between creativity, invention and innovation in research.
- Describe and distinguish the entrepreneurial process.
- Describe and discuss the range of skills, abilities, experiences and personal qualities that successful entrepreneurs have and bring to their work in both the public and private sectors.
- Evaluate entrepreneurship as a career path.

INDICATIVE CONTENT:

Introduction and key concepts in entrepreneurship

The nature and importance of entrepreneurs. The role of the entrepreneur, characteristics and motivations, role models and support systems. The role of gender in entrepreneurship. Contribution of entrepreneurs to society and economic development. Entrepreneurship vs. intrapreneurship.

Entrepreneurial behaviours and skills

Opportunity Seeking. Taking Initiatives to Make Things Happen. Solving Problems Creatively. Managing autonomously. Taking responsibility for, and ownership of things. Seeing things through. Calculated risks. Persuading. Negotiating. Selling. Proposing. Networking.

Innovation and Invention

Creativity, problem solving and idea generation. The difference between innovation and invention. The innovation process- create, and develop ideas, refine them into useful forms. Invention process- review process of problem identification, technology application, prototype realization, product development and commercialization.

Pathways to starting a business

Motivations, ideas for a new business, the opportunity, feasibility studies, business planning, the business model and drafting a business proposal. Content of a business proposal, using and implementing a business proposal and understanding how some businesses fail.

Entrepreneurship in Practice

Case studies in entrepreneurship and evaluation of written business plans

Self Audit of Entrepreneurship Aptitude

Self-assessment of the learner's personality profile, career intentions, aptitudes, skills and self-image. Assessment of career portfolios and where entrepreneurship as a career option might fit.

MODULE RESOURCES

Recommended Book Resources

- Joe Tidd and John Bessant 2013, Managing Innovation; Integrating Technological, Market and Organizational Change, 5th Ed., John Wiley and Sons UK [ISBN: 978-1-118-36063-7]
- Daniel Priestley 2013, Entrepreneur Revolution: How to Develop Your Entrepreneurial Mindset and Start a Business That Works [Paperback], Capstone Publishing Ltd UK
- Nicholas Lore, 2012, The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success, 1st Edition Ed., Touchstone USA [ISBN: 9781451608328]
- John Bessant, Joe Tidd, 2011, Innovation and Entrepreneurship, 2nd Ed., Wiley UK [ISBN: 978-0-470-71144-6]
- Paul Burns, 2010, Entrepreneurship and Small Business, Palgrave Macmillan Basingstoke [ISBN: 1-4039-4733-3]
- David Stokes 2010, Small Business Management and Entrepreneurship, 6th Edition Ed., Cengage Learning Inc
- Sheila Cameron, 2009, The Business Students Handbook, 5th Edition Ed., Pearson Education Limited [ISBN: 978-0273730712]

Supplementary Book Resources

- Tony Wagner, 2012, Creating Innovators: The making of young people who will change the world., 1st Edition Ed., Scribner New York [ISBN: 1451611498]
- Nicole M. Quarles-Thomas, 2012, Think Career!, 1st Edition Ed., Trafford UK UK [ISBN: 978-1466922884]
- Cecilia Hegarty (Editor) 2011, Cases in Business and Social Enterprise, 1st Edition Ed., Oak Tree Press Ireland [ISBN: 9781904887492]
- David A. Gibson, 2010, The Streetwise Guide to Being Enterprising Workbook and Journal, 1st Edition Ed., Oak Tree Press Ireland [ISBN: 9781904887331]
- Rupert Scofield, 2010, The Social Entrepreneur's Handbook: how to start, build and run a business that improves the world., 1st Edition Ed., McGraw Hill New York [ISBN: 0071750290]
- David A. Gibson, 2009, The Streetwise Guide to Being Enterprising, 1st Edition Ed., Oak Tree Press Cork [ISBN: 978-1-904887-32-4]
- Jessica Livingston, 2008, Founders at Work: Stories of Startups' Early Days, 1st Edition Ed., Apress USA [ISBN: 1430210788]
- Jane Henry (Editor) 2006, Creative Management and Development, 3rd Edition Ed., SAGE/Open University [ISBN: 978-1-412922487]
- Thomas Cooney (Editor), Shane Hill (Editor) 2002, New Venture Creation in Ireland, Oak Tree Press, Cork [ISBN: 978-1-86076-255-0]

Other Resources

- Website: 2004 Innovate Market Sell, Department of Enterprise Trade and Employment, Dublin <http://www.forfas.ie>
- Website: Small Firms Association n/a, Dublin <http://www.sfa.ie>
- Website: Irish Small and Medium Enterprises Association n/a, Dublin <http://www.isme.ie>
- Website: Enterprise Ireland n/a, Dublin <http://www.enterprise-ireland.com>

COURSE WORK

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	As a group exercise with fellow research students, propose new services for your field of research using appropriate idea generation techniques and present to peers.	2,3	25.0	Week 4
Project	Produce a business or marketing plan based on an opportunity associated with one's own research or research area. Present your plan to peers (peer evaluation) and document feedback.	1,3,4	50.0	Week 11
Written Report	A written assessment of the learner's own skills, attitudes and personal qualities in relation to those displayed by successful entrepreneurs, leading to a personal assessment of the learner's disposition towards, and capacity for entrepreneurship or intrapreneurial activity as a career option.	3,5	25.0	Sem End