Module Innovation & Entrepreneurship

EDUC9035: Innovation & Entrepreneurship

Module Details

**Short Title:** Innovation & Entrepreneurship  [APPROVED]

**Full Title:** Innovation & Entrepreneurship

**Module Code:** EDUC9035  **NFQ Level:** Expert  **ECTS Credits:** 5.0

**Valid From:** Semester 1 - 2014/15 (September 2014)

**Module Coordinator:** GERARD O DONOVAN

**Module Author:** Breda Kenny

**Description:** 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

1. Assess the economic and social benefits and supports for successful entrepreneurship for individuals, society and the economy.
2. Evaluate the relationship between creativity, invention and innovation in research.
3. Describe and distinguish the entrepreneurial process.
4. Develop a clear understanding of 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.
5. Evaluate entrepreneurship as a career path.

**Pre-requisite learning**

**Module Recommendations**

This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).

No recommendations listed

**Incompatible Modules**

These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.

No incompatible modules listed

**Requirements**

This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.

No requirements listed

**Co-requisites**

No co-requisites listed listed
**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**

- **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.

### Assessment Breakdown

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Outcome addressed</th>
<th>% of total</th>
<th>Assessment Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Work</td>
<td></td>
<td></td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>End of Semester Formal Exam</td>
<td></td>
<td></td>
<td>0%</td>
<td></td>
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</table>

### Coursework Breakdown

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Outcome addressed</th>
<th>% of total</th>
<th>Assessment Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>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.</td>
<td>2,3</td>
<td>25.0</td>
<td>Week 4</td>
</tr>
<tr>
<td>Project</td>
<td>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.</td>
<td>1,3,4</td>
<td>50.0</td>
<td>Week 11</td>
</tr>
<tr>
<td>Written Report</td>
<td>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.</td>
<td>3,5</td>
<td>25.0</td>
<td>Sem End</td>
</tr>
</tbody>
</table>

### Reassessment Requirement

**Coursework Only**

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment
### Workload & Resources

#### Module Workload & Resources

<table>
<thead>
<tr>
<th>Workload</th>
<th>Full-time</th>
<th>Part-time mode</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
<td>Description</td>
<td>Description</td>
</tr>
<tr>
<td>Lecture</td>
<td>Workshop</td>
<td>Workshop based activities</td>
</tr>
<tr>
<td>Hours</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Frequency</td>
<td>Every Second Week</td>
<td>Every Second Week</td>
</tr>
<tr>
<td>Average Weekly Learner Workload</td>
<td>3.00</td>
<td>3.00</td>
</tr>
<tr>
<td>Independent &amp; Directed Learning (Non-contact)</td>
<td>Reading, research and review of case studies</td>
<td>Reading, research and review of case studies</td>
</tr>
<tr>
<td>Hours</td>
<td>8.0</td>
<td>8.0</td>
</tr>
<tr>
<td>Frequency</td>
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<td>Every Second Week</td>
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<tr>
<td>Average Weekly Learner Workload</td>
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<tr>
<td><strong>Total Weekly Learner Workload</strong></td>
<td>7.00</td>
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<tr>
<td><strong>Total Weekly Contact Hours</strong></td>
<td>3.00</td>
<td>3.00</td>
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#### Resources

**Recommended Book Resources**


**Supplementary Book Resources**

Other Resources

- Website: 2004 Innovate Market Sell, Department of Enterprise Trade and Employment, Dublin [www.forfas.ie](http://www.forfas.ie)
- Website: Small Firms Associationn/a, Dublin [www.sfa.ie](http://www.sfa.ie)
- Website: Irish Small and Medium Enterprises Associationn/a, Dublin [www.isme.ie](http://www.isme.ie)
- Website: Enterprise Irelandn/a, Dublin [www.enterprise-ireland.com](http://www.enterprise-ireland.com)