

ENGI08042 Innovation and Enterprise (Part-time)

Full Title	Innovation and Enterprise (Part-time)		
Status	Uploaded to Banner	Start Term	2020
NFQ Level	08	ECTS Credits	05
Module Code	ENGI08042	Duration	18 weeks - (18 Weeks)
Grading Mode	Numeric	Department	Mechanical & Industrial Eng
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Module Description

The aim of this module is to provide students with the knowledge of entrepreneurship in a business context, and the skills to develop a business plan to enable the commercialisation of a product or service.

It is recommended that the student teams enter their business ideas to the Enterprise Ireland Student Entrepreneur Awards.

Learning Outcomes

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

1. Analyse the nature of entrepreneurship and entrepreneurs.
2. Design an innovation process to develop a product or service
3. Develop an industry standard business plan.
4. Present a business plan to industry experts
5. Identify and validate sources of funding for a new venture.
6. Demonstrate the broader business context in which start-ups take place.

Indicative Syllabus

The Environment of Entrepreneurship.

The nature of entrepreneurship - entrepreneurship and economic development. National and international industrial policy priorities and challenges

Intrapreneurship (using entrepreneurial approaches in existing enterprises).

From Idea to Business :

The Innovation Process (including Design Thinking and Universal Design).

Commercialisation and business launch

Innovation as a business strategy.

New Venture Creation and Development.

Nurturing innovation networks: choosing innovation partners; developing relationships for successful innovation.

Developing a Business Plan and present the plan to industry experts.

Financial, State Support and other Support Organisations. Role and function of national and international support mechanisms and services.

The Lean start-up.

Submitting to student competitions such as the Enterprise Ireland Student Entrepreneur Awards.

Teaching and Learning Strategy

This module combines a two hour face-to-face seminar and one hour online per week.

The teaching and learning strategy will include: online delivery; activity-based strategy (including practice); cooperative strategy (including group work); ICT-based strategy (including the use of a virtual learning environment: Moodle and specific software); independent learning strategy (including home and independent study); thinking-skills strategy (including problem solving, graphing).

Learners on the programme will be supported with blended online educational resources and support.

There will be a 2-hour practical/laboratory work in a computer laboratory. The practical work will include activity based strategy (including practice). Cooperative strategy (including group work). It is recommended that the student teams enter their business ideas to the Enterprise Ireland Student Entrepreneur Awards.

Assessment Strategy

The assessment strategy is aligned to the teaching and learning strategy with a majority of 80% marks allocated to the output of the project and 20% of the marks allocated for an assessment related to the online delivery.

Repeat Assessment Strategies

Repeat assessments as follows:

An individual video and business plan to be submitted in the final week of August.

The repeat business idea must be original and not re-used from the previous team project.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Short Video of Business Idea	20 %	Week 5	4
Assessment	Online Assessment on the Innovation Process and the Nature of Entrepreneurship	20 %	Week 9	1,2
Group Project	Business Plan	40 %	Week 14	3,4,5,6
Assignment	Individual Reflective Report on contribution to the Enterprise Project	20 %	End of Term	3,4,6

Blended Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Online Learning	Online Delivery	Not Specified	1	Weekly	1.00
Practical	Project Based Learning	Engineering Laboratory	2	Weekly	2.00

Required Reading Book List

O'Gorman, O., (2002). *Enterprise in action : an introduction to entrepreneurship in an Irish context* . 2nd Edition. Dublin : Oak Tree, .

Recommended Reading Book List

With, R., (2013). *HBR guide to building your business case*. 1st Edition. Harvard Business School Publishing Corporation, 2013.

Drucker, P., (2014). *Innovation and entrepreneurship* . New Edition. Routledge b2014.

David, N., (2017). *Small Business Management and Entrepreneurship*.
ISBN 1473729734 ISBN-13 9781473729735

Curedale, R., (2016). *Design Thinking Process and Methods 3rd Edition*. Design Community College.
ISBN 194080549X ISBN-13 9781940805498

Online Resources

Enterprise Ireland Student Entrepreneur Awards

<https://studententrepreneurawards.com/>

Stanford d.school
<https://dschool.stanford.edu/>

Programme Membership

GA_EINDG_H08 202000 Bachelor of Engineering (Honours) in Industrial Engineering