

COURSE TITLE: Management for Engineers		CODE: CE3E4
LEVEL: Junior Sophister	CREDITS: 5	PREREQUISITES: None
LECTURER(S): Dr. Niamh Harty, Ms Joanna Gardiner, Dr Brian Caulfield	TEACHING ASSISTANT:	
TERMS: Semester 2	LECTURES/WEEK: 2	TUTORIALS/WEEK: 1
DURATION (WEEKS): 12	TOTAL: 22	TOTAL: 11
<p>AIMS/OBJECTIVES</p> <p>Management for Engineers introduces engineering students to Entrepreneurship and Communication. The aims of the course are:</p> <ul style="list-style-type: none"> • To foster a sense of entrepreneurship among the JS Engineering students, by requiring the students to come up with a business idea and during the semester produce a business plan. • To enable students to communicate well in engineering contexts, both when <i>talking</i> about projects, plans and problems, and when <i>writing</i> about these. 		
<p>SYLLABUS</p> <p>The course covers the following topics:</p> <p>Entrepreneurship:</p> <ul style="list-style-type: none"> • Coming Up with a Business Idea • Marketing • Feasibility • Market Research • Legal Issues and Ethics • Finance and Accounting • Business Plan • Ethics • Growth of the Business <p>Communication:</p> <ul style="list-style-type: none"> • Intersubjectivity • Emails • Reports • Presentations • Intercultural communication • Media Interviews 		
<p>LEARNING OUTCOMES</p> <p>On completion of this course the student will be able to:</p> <ul style="list-style-type: none"> • Prepare a business plan, including details of marketing, market research, finance, legal issues and growth. • Give a presentation • Summarise a technical article 		
<p>ASSESSMENT MODE(S)</p> <p>There will be three assignments on entrepreneurship, and two assignments on Communication, plus a final end-of-year two-hour written examination.</p> <p>Entrepreneurship counts for 50% of overall mark in 3E4. Marks for Entrepreneurship will be divided 60% for continuous assessment, and 40% for questions on the Final examination.</p> <p>Communication counts for 50% of overall mark in 3E4. Marks for Communication will be divided 40% for continuous assessment, and 60% for questions on the Final examination.</p>		
<p>WEBSITE</p> <p>https://www.tcd.ie/Engineering/Courses/BAI/JS_Subjects/3E3/</p>		