

3E4 Innovation and Entrepreneurship [5 credits]

Lecturer(s): Assist. Prof. Niamh Harty [hartyn@tcd.ie], Joanna Gardiner, Frank Ward and guest lecturers

Module organisation

Semester	Start Week	End Week	Associated Practical Hours	Lectures		Tutorials	
				Per Week	Total	Per Week	Total
2	13	24	0	2	22	1	11
Total Contact Hours: 33							

Module description, aims and contribution to programme

This module introduces engineering students to Entrepreneurship, with an emphasis on innovation, communication and teamwork. The aims of the module are:

- To foster a sense of entrepreneurship among the JS Engineering students, by requiring students to come up with a business idea and to produce a business plan by the end of the semester.
- To enable students to communicate well in engineering contexts, both when talking about projects, plans and problems, and when writing about them.
- To promote the ability to work in multi-disciplinary teams.

Learning outcomes

On completion of this module, the student will be able to:

1. Prepare a business plan, including details of marketing, market research, finance, legal issues and business growth.
2. Give a presentation, individually and as part of a team

Module content

The module covers the following topics:

- Coming Up with a Business Idea
- Choosing the Business Model
- Marketing and Branding
- Accounting and Taxation
- Business Plan and Finance
- Protecting Your Business / Intellectual Property
- Ethics in Business
- Growth of the Business
- Intersubjectivity
- Emails and Corporate Communication Methods

- Presentations
- Teamwork

Teaching Strategies

Students will work in teams of between four and five members. Students may form their own team, or may opt to be assigned to a team. Teams will work together using TCD Blackboard Team Tools (or equivalent) to produce the assignments.

Assessment

The assessment for this module is made up of continuous assessment (worth 50%) and a final examination (worth 50%).

Required textbook

A helpful textbook is “Entrepreneurship and Small Business” by Paul Burns. Several “LEN” copies of the third edition of this book are in the Lecky Library and may be borrowed by students.

Further information

Website: All material for this module is on TCD Blackboard