3E4 Innovation and Entrepreneurship (5 ECTS)

Lecturers: Dr Niamh Harty, Joanna Gardiner, Frank Ward, and guest lecturers
Teaching Assistants: 3

Module Organisation

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<tr>
<th>Semester</th>
<th>Start Week</th>
<th>End Week</th>
<th>Associated Practical Hours</th>
<th>Lectures Per Week</th>
<th>Tutorials Per Week</th>
<th>Total Contact Hours: 33</th>
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Module Description
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
- Marketing
- Feasibility
- Market Research
- Legal Issues and Ethics
- Finance and Accounting
- Business Plan
- Ethics
- Growth of the Business
- Intersubjectivity
- Emails
- Reports
- Presentations
- Teamwork

Recommended Text
To be announced

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

Further Information
Website: All material for this module is on TCD Blackboard