



Entrepreneurial Action

Module Coordinator	Rosemary Deneher-Senior Programme Manager Louise Andrews-Programme Manager
What will you learn from this Elective?	<p>You will learn to master a set of core entrepreneurial skills and competencies to develop an open and innovative mindset to lead change, navigate challenges, and drive innovation.</p> <p>When combined, innovation and entrepreneurship give rise to novel ideas, whether they are products, processes, services, or new policies. Students participating on this module will learn how to think creatively, identify prospective business/career opportunities, and develop business models to support their venture idea.</p> <p>The module will enable students to be innovative and entrepreneurial in their approach to problem-solving. They will learn how to ideate and evaluate novel solutions to help solve economic and social issues way beyond their core discipline.</p> <p>This module incorporates the steps in developing an idea from concept through to implementation; including opportunity identification, problem definition, market analysis, business model design, marketing, venture planning and effective communication for influencing change.</p>
Student Workload	<p>Module content will be delivered through a blend of in-person, online and independent learning methods.</p> <ul style="list-style-type: none">• 22 contact hours (In-person and on-line) including group project presentations• 25 hours of individual and group assessment preparation• 45 hours of self-directed Independent Learning, Reading and Reflection• 8 hours of formative assessment (Online Discussion Boards/Personal Reflective Posts)



	<p>*In-person group presentations will take place over the last two days of the module and each group will be assigned a maximum of 10 minutes for the presentation including Q&A. The presentations will be in-person, and all students must attend and present.</p>
Assessment Components	<p>This module is focused on developing transferrable skills development, through practical and continuous assessments. This approach ensures that students can apply their learning in real-world contexts.</p> <p>There will be three assessment components;</p> <ul style="list-style-type: none">• 20% Individual 60 second Elevator Video Pitch - Articulate the unique value proposition of an idea (product, service, or policy) designed to influence relevant stakeholder engagement for further idea development• 40% Group Project Presentation- Outline a potential venture solution for a particular problem or opportunity that the group has identified• 40% Individual Reflective Report (1000 words)- Apply structured reflection models to highlight key insights and learnings to your future professional development using SMART goals learned and how they may inform future actions/behavior for positive change <p>Assessment components are marked out of 100%. If a student fails any component, he/she will have the opportunity to repeat the assessment component once.</p>
Indicative Reading List	<p>Ries, E. (2011). <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i>. Crown Business.</p> <p>Osterwalder, A., & Pigneur, Y. (2010). <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i>. Wiley.</p>



Bland, D.J. and Osterwalder, A. (2019) *Testing business ideas: A field guide for rapid experimentation*. The Strategyzer Series. Hoboken, NJ: Wiley.

Maurya, A. (2022) *Running lean: iterate from Plan A to a plan that works*. 3rd edn. Sebastopol, CA: O'Reilly Media.

Christensen, C. M. (1997). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Harvard Business Review Press.

Sarasvathy, S. D. (2008). *Effectuation: Elements of Entrepreneurial Expertise*. Edward Elgar Publishing.

Sinek, S. (2009). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Penguin Group.

Learning Outcomes

- Recognise and critically evaluate business opportunities and ideas
- Evaluate the process involved in bringing an idea through to implementation
- Devise a venture plan to exploit a new opportunity
- Communicate and interact with multiple stakeholders and work effectively in a multidisciplinary context