ARE YOU FUTURE-READY?
POSTGRADUATE CERTIFICATE IN CREATIVE THINKING, INNOVATION & ENTREPRENEURSHIP

UPSKILL FOR FREE
LEVEL 9 (30 ECTS)

INFORMATION EVENINGS
Find out more about the programme
30th October & 28th November 2018
@ The Innovation Academy,
3 Foster Place, College Green.
Email springboard@tcd.ie for more information.
This programme focuses on the continuing professional development of individuals who are seeking a return to the workplace, have an idea for a business, or are considering a new career direction.

It covers the fundamentals of creative thinking, opportunity identification and venture planning.

Students participating in this course explore their creative potential and acquire a range of transferable skills such as communication, problem solving and personal leadership.

Students experience and engage in the innovation process in conjunction with real entrepreneur’s, business leaders and industry mentors in a dynamic yet informal learning environment. They also participate in industry hosted innovation projects and propose creative solutions to challenges faced by public and private organisations.

**PROGRAMME OVERVIEW**

**“I WOULD ADVISE ANYONE TO DO IT, I ACTUALLY WISH IT WAS LONGER.”**

– Davina Brady, 2018 Participant

**“I would strongly recommend Trinity’s Postgraduate course in Creative Thinking, Innovation and Entrepreneurship. It combines excellent guest lecturers and committed course leaders with in-depth peer-to-peer learning in an immersive and stimulating programme that has both academic and practical benefit.”**

– Eugene Bent, 2018 Participant
COURSE OUTLINE

PROGRAMME DATES

17th Jan 2019 – 23rd May 2019

Programme Days:
Thursdays & Fridays (9:15am – 5pm)

Location: The Innovation Academy, 3 Foster Place, College Green

MODULE 1: CAREER PATHWAYS & RETURNING TO WORK
▷ The changing nature of work & returning to the workplace
▷ Careers workshop
▷ Design Thinking - evolution of innovative ideas in multidisciplinary teams
▷ Innovation team project

MODULE 2: OPPORTUNITY GENERATION & RECOGNITION
▷ Entrepreneurial characteristics
▷ Recognising & articulating opportunities
▷ Effective communication
▷ Career development or entrepreneurial pitch video

MODULE 3: PLANNING YOUR VENTURE
▷ Business model generation
▷ Marketing & financial planning
▷ Marketing mix & differentiation
▷ Digital marketing & investor ready pitch
▷ Innovation team project

MODULE 4: MANAGING YOUR INTELLECTUAL PROPERTY
▷ Principles of intellectual property rights
▷ Trademark & design protection
▷ Patents, prior art research & copyright
▷ Licensing, contracts & negotiation
▷ Case study – research & evaluation
▷ Innovation team project

MODULE 5: CREATIVE CAPITAL
▷ Fundamentals of understanding financial statements
▷ Evaluating financial performance & funding
▷ Budgeting & forecasting
▷ Financial planning
▷ Innovation team project
Whether you are an aspiring entrepreneur or simply looking to return to the workforce, this programme offers an excellent opportunity to develop new skills, build a network and take charge of your future career direction.

This Postgraduate Certificate in Creative Thinking, Innovation, & Entrepreneurship is currently funded by Springboard+

Please note, upon registration students are required to pay the €8 USI levy.

**ELIGIBILITY:**
Home-makers, carers, & job-seekers are eligible for full funding on the programme. Those in employment are 90% funded.

Applicants must be in possession of a level 8 degree in any discipline.

**APPLY NOW**
Go to **www.springboardcourses.ie**, select Search Courses, the Provider is Trinity College Dublin.

**Places are LIMITED. Early applications are encouraged.**
Contact Springboard on 1800 303 523 to check eligibility.
Contact Allyson Lambert, Programme Co-ordinator on 01 896 4811 or springboard@tcd.ie for further details.

**APPLICATION DEADLINE**
Dec 14th 2018

Springboard+ is co-funded by the Department of Education and Skills and the European Social Fund as part of the ESF programme for Employability, Inclusion and Learning 2014-2020.