



Module Descriptors

Undergraduate Certificate in Innovation & Entrepreneurship

Module 1 Title	CREATIVE THINKING
Module Code	
Module requirement	Mandatory
ECTS weighting	5 (= 125 student effort hours)
Semester taught	Michaelmas Term
Contact Hours	7 x 1-hour online lectures/videos; 3 x 3-hour workshops; 2 x 2-hour lectures, 105 hours of independent study
Module Coordinator	Dr Dan Rogers
Teaching staff	Academics and industry professionals
Module Learning Aims	<p><i>Theme I: What is Creativity? Discussion and analysis of concepts, definitions and applications of Creativity.</i> The objective is to introduce the student to the inherent risk of failure and iteration of ideas and prototypes. Theoretical elements will be delivered online while the module will be delivered through activity-based exercises at individual and group level.</p> <p><i>Theme II: Evolution of innovative ideas in multi-disciplinary teams</i> targets team working in a creative context. Case examples of organisations such as will form a basis for group activities carried out both inside and outside of the seminar room.</p> <p><i>Theme III: How to translate ideas into value creation</i> brings the preceding two topics together. What is value will depend upon the setting and the perceptions of the various stakeholders. Different types of value are envisaged: economic, social, environmental, knowledge. Working as individuals and as members of teams, the objective is to introduce students to the opportunity that innovators have to generate value.</p>



Module Learning Outcomes (MLO) and their linkage to Course Learning Outcomes (CLO) at the programme level

On successful completion of this module, students should be able to:

Mod1.1 Apply their creative potential, problem-solving abilities and lateral thinking skills (CL01, CL04)

Mod1.2 To work effectively in an inter-disciplinary team and to understand team roles (CL04, CL05, CL06)

Mod1.3 To communicate with and to interact with multiple stakeholders (CL05, CL07)

Mod1.4 Identify and access materials using appropriate research tools (CL06)

Mod 1.5 Evaluate creative processes and solutions (CL07)

Module Content

Video: What is innovation?

Video: Theories of creativity and design

Video: Rapid idea generation and insight

Video: Storyboarding and idea mapping

Video: Design Thinking & Doing

Video: Communicating your idea

Video: The entrepreneurial journey

Lecture: Understanding team roles

Lecture: Resolving conflict in teams

Workshop (double): Design Thinking

Workshop: De Bono Six Thinking Hats

Workshop: The art of pitching

Team Project: Designing a solution to a real world issue

Module Assessment Components in SITS

Continuous assessment 50% / Project Assignment 50%



Module 2 Title	Entrepreneurial Action
Module Code	
Module requirement	Mandatory
ECTS weighting	5 (= 125 student effort hours)
Semester taught	Hilary Term
Contact Hours	7 x 1-hour online lectures/videos; 3 x 3-hour workshops; 2 x 2-hour lectures, 105 hours of independent study
Module Coordinator	Dr Daniel Rogers
Teaching staff	Academics and industry professionals
Module Learning Aims	<p><i>Theme I: Identifying the opportunity.</i> This section focuses on opportunity generation and need finding. Students learn to adopt the characteristics of the entrepreneur</p> <p><i>Theme II: Understanding Business Models.</i> This component introduces students to five key elements which define a business model, to their use and to their limitations: the revenue model; the gross margin model; the operating model; the working capital model; and, the investment model.</p> <p><i>Theme III: Feasibility analysis</i> enables building and managing a portfolio and pipeline of development projects that fit strategically with venture objectives.</p>
Module Learning Outcomes (MLO) and their linkage to Course Learning Outcomes (CLO) at the programme level	<p>On successful completion of this module, students should be able to:</p> <p>Mod2.1 Devise a plan to exploit a new opportunity (CL02)</p>



Mod2.2 Evaluate opportunities for market fit and feasibility (CL03)

Mod2.3 Describe the components of a Business Plan (CL07)

Mod2.4 Apply appropriate project evaluation methods and select projects subject to financial and other resource constraints. (CL02, CL03, CL07)

Module Content

Video: Traits of the Entrepreneur

Video: Idea to implementation

Video: Opportunity Mapping/Need Finding

Video: Market analysis / Feasibility testing

Video: Marketing strategy

Video: Types of Enterprises

Video: Entrepreneurial Impact

Lecture: Intellectual Property

Lecture: Finance

Workshop (double): The Lean Business Canvas

Workshop: Value Proposition

Workshop: The opportunity map

Team Project: Product/service feasibility test

Module Assessment Components in SITS

Continuous assessment 50% / Project Assignment 50%