STAND OUT
UNDERGRADUATE CERTIFICATE IN INNOVATION & ENTREPRENEURSHIP (10 ECTS)

BLENDDED DELIVERY
70% ONLINE
30% IN CLASS

LEARN HOW TO BRING YOUR IDEAS TO LIFE
Innovation and entrepreneurship, when combined, give rise to new ideas, products, processes and services. Student entrepreneurs participating in this course will learn how to think creatively, identify prospective business opportunities and develop business models to support their development.

The course will enable undergraduate students to be innovative and entrepreneurial in their approach to problem solving and addressing national, international and societal issues related to their discipline and beyond.

Delivered by academics and industry professionals, the course aims to combine theoretical concepts underpinning innovation and entrepreneurship with practical industry expertise.

**RATIONALE**

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“If you’re in any way considering it you should just go for it.”

– Vahe Sasunts, Computer Science
MODULE ONE: CREATIVE THINKING
Michaelmas Term • 5 ECTs

Workshop: Design Thinking
Online: What is innovation?
Online: Theories of creativity and design
Online: Rapid idea generation and insight
Online: Storyboarding and idea mapping
Online: Design Thinking & Doing
Online: Communicating your idea
Online: The entrepreneurial journey
Workshop: Understanding team roles
Workshop: Resolving conflict in teams
Workshop: Design Thinking

Multidisciplinary Team Project: Designing an innovative solution to a real world problem

MODULE TWO: ENTREPRENEURIAL ACTION
Hilary Term • 5 ECTs

Online: Traits of the Entrepreneur
Online: Idea to implementation
Online: Opportunity Mapping/Need Finding
Online: Market analysis / Feasibility testing
Online: Marketing strategy
Online: Types of Enterprises
Online: Entrepreneurial Impact
Workshop: Intellectual Property
Workshop: Finance
Workshop: The Lean Business Canvas / Value Proposition

Multidisciplinary Team Project: Product/Service Market Analysis

ASSESSMENT
Online engagement
Multidisciplinary Team Project
Reflective writing
STRUCTURE & DELIVERY
As an online student, each week of term a new session will be available for you to study through our online learning environment. The delivery method is blended (70% online, 30% in person). In-class contact hours will take place in the evening (3 evenings per term, usually 6-8pm).

It is expected that participants will do 70% of their work outside formal classroom hours and will require access to online learning resources via Blackboard.

ELIGIBILITY
Course is available to all Senior Fresh & Junior Sophister students of all Schools and disciplines. The course fee is €100.

APPLY NOW
Go to www.tcd.ie/tangent/education/undergraduate to apply.

Please note places are limited.

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