LEVEL 9 (30 ECTS)

Start Date:
4th February 2022

End Date:
16th June 2022

2022 Applications Close:
25th November 2021

LEARN INNOVATE GROW

POSTGRADUATE CERTIFICATE IN INNOVATION & ENTERPRISE DEVELOPMENT

WHERE EDUCATION MEETS ENTERPRISE

www.springboardcourses.ie
PROGRAMME OVERVIEW

The Postgraduate Certificate in Innovation and Enterprise Development aims to empower students to translate their creative and innovative ideas into products, services and policies. You will learn the fundamentals of innovation, idea generation, opportunity recognition and enterprise. You will acquire the tools needed to be innovative and entrepreneurial in your approach to problem solving and how to address societal issues on national and international levels. Our students will experience and engage with entrepreneurs, business leaders and industry mentors through both classroom and online environments. The Postgraduate Certificate in Innovation and Enterprise Development is a blended programme combining online and classroom-based learning.

This programme aims to support flexibility in learning opportunities by making the university campus accessible regionally.

DELIVERY

The course will be delivered in a blended learning format, a mixture of online and in-person delivery. Throughout the course, a strong emphasis is placed on experiential and action-focused learning on the programme, which is taught via a combination of masterclasses, workshops and project-based learning.

This national blended delivery course will ensure Ireland is a country recognised for both rural and urban innovation, competitive advantage and continuing academic excellence. Applicants from any county in the Republic of Ireland may apply. Preference may be given to those living and/or working within the Athlone, Dublin and Wexford regions.

The programme will be hosted in Innovation Centres in Athlone, Dublin and Wexford. They will offer state-of-the-art facilities including:

- Hot desks
- Interactive screens
- WIFI
- Entrepreneurship events
- Students will attend the in-class sessions at their local centres.

### LOCATION

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>AVAILABLE PLACES</th>
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<tbody>
<tr>
<td>Dublin</td>
<td>40 places</td>
</tr>
<tr>
<td>Athlone</td>
<td>20 places</td>
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<tr>
<td>Wexford</td>
<td>20 places</td>
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COURSE CONTENT

The course is comprised of three modules, totalling 30 ECTS and delivered over a 4 month period.

MODULE 1
INNOVATION & CREATIVITY
- Theories and Processes of Creativity and Innovation
- Ideation and Brainstorming
- Critical Thinking
- Creative Problem Solving & Design Thinking
- Reflection and Exploring Failure

MODULE 2
OPPORTUNITY GENERATION, RECOGNITION & COMMUNICATION
- Traits of the Entrepreneur
- Idea to Implementation
- Value Proposition Design & Opportunity Mapping
- Effective Communication and Storytelling
- Factors Influencing Business Success

MODULE 3
ENTERPRISE DEVELOPMENT
- Market Analysis and Customer Segmentation
- Corporate Governance and Co-Founder Agreements
- Budgeting and Financial Planning
- Leadership Development
- Company Set-up

TEAMWORK & ASSESSMENT
Through completing the different modules each individual will experience what it is like to work with students from different backgrounds and different areas of expertise.

Students will be assessed through the timely submission of project work, essays, personal reflections, online multiple choice quizzes and practical skills performance.
ADMISSION REQUIREMENTS
The postgraduate certificate will be open to those with:

- Level 8 honours degree (or equivalent)
- Demonstrated interest in innovation/entrepreneurship
- CV and a 1-page letter of motivation
- Two references
- Eligibility for Springboard+ funding

This Postgraduate Certificate in Innovation & Enterprise Development is currently funded by Springboard+.

This is a unique opportunity to build a sustainable network and acquire the skills to bring your ideas to life.

Dr. Dan Rogers
Head of Education, Tangent, Trinity's Ideas Workspace

APPLY NOW
Contact Jane Flanagan, Student Recruitment Officer on 086 0320487 or springboard@tcd.ie for further details.