Module Title:	Enterprise II

Credits:	10

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - student will work as part of a team and will work together to resolve various enterprise scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.

Module Aim:	The subject aims to provide students with an understanding of the growing need for companies to find innovative responses to the challenges of modern global business, and to create the culture and environment within the firm that will facilitate the development of creative thinking in the individual and in teams. The subject also aims to explore the New Product Development process, compare various models used, and address the challenges posed by shorter product lifecycles

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Assess the use of idea generation tools in the corporate setting.
LO2	Asses the importance of an enterprise culture with-in the firm.
LO3	Develop strategies for the promotion of creativity and innovation with-in the firm.
LO4	Evaluate the strategic importance of innovation to the firm.
LO5	Critically assess the nature and importance of business innovation to relevant stakeholders in the firm, including banks, government agencies, suppliers, employees etc.
LO6	Explain the product lifecycle and the New Product Process.
LO7	Evaluate the roles of quality and customer needs in new product development.
LO8	Assess new production technologies and their impact on product design.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content

The Practice Of Innovation
• Principles of innovation, creativity and commercialization, new knowledge, pure and applied research. • Ethical and social issues, industry and market structures, franchising, demographics, changes in perception.

The Practice Of Entrepreneurship
• Entrepreneurial management • The entrepreneurial business • The learning organisation • Internal networks, elements of infusion, diffusion, the innovation decision process. • Attributes of innovations and their rate of adoption, adopter categories, technology transfer

Global Considerations
• EU Enterprise Policy • Entrepreneurship In The USA, Far East, and around The Globe • Enterprise and Information And Communications Technology • Emerging Business Models and Their Impact on The Global Enterprise.

Idea generating tools and techniques
• Sources of ideas, including customers and suppliers, brainstorming, synetics, attribute listing, forced relationships, morphological analysis, need-problem identification

Entrepreneurial Strategies
• Systematic, strategic and autonomous innovation, • Creating a framework for innovation, branding, competition and collaboration, company culture and structure • Sustaining innovation, managing growth, resource implications and stakeholders, leadership, change management, communication, collective decision making

Creativity, Innovation And New Product Development
• Types of new product : new-to-the world, extensions to product lines, differentiated products, cost reductions, etc. • New technology, platform products, modularity, mass customization. • Adding Value. • The product lifecycle, competition and profiling high-technology products. • Traditional development processes and their inadequacies.

New Product Idea Generation And Screening
• Idea generation techniques : brainstorming, concept testing, value engineering

Understanding Customer Needs.
• Market research, forecasting the level of demand, assessing quality requirements, using tools and techniques : QFD; FMEA; VOC,

Product Specification
• Product Engineering principles, industrial design and styling, standardisation, simplification, robust design, tacuchi methods, design for manufacture, concurrent engineering. • Cross functional teams, the roles of marketing, purchasing, production and quality management. • The role of the supplier in the NPD process.

New Product Introduction
• Prototyping and pilot launch • Market entry decisions • Choosing appropriate production process and technology, production planning, supplier selection and integration, rolling-out, problem solving. • Outsourcing and sub-contracting production, distribution and customer service. • Product traceability and recall procedures. • Managing a product through it's lifecycle. • Supply chain responsibilities on retiring products.

Assessment Breakdown	%
Continuous Assessment	30.00%
End of Module Formal Examination	70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Academic Essays and Case Studies tested throughout the year.	1,2,3,4,5,6,7,8	30.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5,6,7,8	70.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Independent Learning Time	Every Week	4.00
	Total Hours	7.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
	Total Hours	7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BRLMB_B	Bachelor of Business(Honours) in Management	4	Elective