

Module Title:	Entrepreneurship
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	This module will be delivered using a variety of teaching and learning strategies including lectures, tutorials, group learning activities such as workshops and guest lectures. The development and enhancement of students' communication skills will be facilitated through class and group interaction.
Module Aim:	The aim of the module is to introduce the students to the concept of Entrepreneurship and, in particular to the Lean Start-up and Lean Product Development Process.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate the ability to identify, analyse and critically evaluate the various aspect of Customer Value
LO2	Analyse and critically evaluate the concept of a Business Model and its constituents
LO3	Apply the tools and frameworks available in the Lean-Product Development approach to create Value Proposition for a chosen business idea
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Entrepreneurship

Definition and concept of Entrepreneurship; Characteristics, traits and attributes of an Entrepreneur; The role of the Entrepreneur in the IT sector in Ireland.

New Business Planning & Strategy

Lean start-ups; Lean Product Development; Business planning process;

Business Model

Business Model: Concepts and Definitions; Business Model Innovation; Business Model Canvas

Value Proposition

Building Your Product Value Proposition

Minimum Viable Product (MPV): Definition, Specification and Creation

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Testing MVP with Customer

User Testing, User Feedback, Usability versus Product-Market Fit, The Build -Measure-earn Loop

Measuring Key Metrics

Analytics vs Other Learning Methods, User Interviews, Usability TEsting, Analytics and A/B Testing, Analytics Frameworks, The equation of the business

Analytics and Product and Business Optimisation

The Lean Product Analytics Process

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	80.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will be required to complete a number of small projects throughout the year. A typical project may involve pitching a business idea; producing a business Model Canvas or producing a poster to be targeted at potential investors or a chosen market segment.	1,2,3	80.00	Week 8
Case Studies	Final Project that constitutes of the smaller parts of work/projects developed in the previous phases	1,2,3	20.00	n/a

No Project

No Practical

No End of Module Formal Examination

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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	2.00
Independent Learning	15 Weeks per Stage	6.73
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_KCCGD_B	Bachelor of Science (Honours) in Computer Games Development	8	Group Elective 1
CW_KCIAD_B	Bachelor of Science (Honours) in Computing in Interactive Digital Art and Design	8	Mandatory
CW_KCCYB_B	Bachelor of Science (Honours) in Cyber Crime and IT Security	8	Elective
CW_KCSOF_B	Bachelor of Science (Honours) in Software Development	8	Group Elective 1