

Module Title:	Enterprise Development
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	A studio-based learning approach is taken which allows the learners to be supported through a series of open challenges centered around the understanding of the value of the IP in their design work and the opportunities to develop this value through commercial or social enterprise
Module Aim:	The aim of this module is to introduce learners to the professional/industry element of the business environment when creating a design practice, a business plan, commercialisation opportunity or research development. There is a particular emphasis on recognising the value in their design work and setting out a framework to protect that value in terms of IP management. It aims to equip the learner with some of the skills required to function in the commercial environment successfully and to develop an understanding of design entrepreneurship. The module further aims to provide the learner with the tools to evaluate the value of their design ideas and to communicate this value effectively to potential investors in the form of a business plan.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand and evaluate the value in a design or innovation. The learner should be able to see the value in the design proposal, including its non-commercial value. The learner will be able to demonstrate how to curate the high-value design assets maximize this value through options ranging from stand-alone business through to a license model.
LO2	Navigate the IP landscape associated with design ranging from establishing freedom to operate through to recognizing and protecting the valuable IP arising for a design project. The learner will be able to demonstrate the workflow around the protection or disclosure of their IP ranging from open source disclosure through full patent protection or total non-disclosure (trade secret)
LO3	Create a business model and business plan that explore a value proposition and expand this out into the key performance metrics that will allow the learner to fully understand the position of their product and communicate this position to external stakeholders including investors or enterprise support agencies (EI)
LO4	Demonstrate knowledge of how a design business could be established to develop out the value of their design projects. Factors such as capital, income, expense and cash flow will be considered in the context of a design start up both in terms of keeping track of the business and communicating the health and value of the business to external stakeholders.
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

Recognizing, preserving, and maximizing the value potential in design

The learner will be engaged with recognizing value within design projects and exploring the different types of innovation that can maximise this value. Through the use of a business model canvas, the learner will explore potential routes getting value from the idea ranging from establishing a dedicated business through to licensing the IP.

Navigating the IP Landscape

The module will introduce the fundamentals of navigating the IP landscape. Performing critical review of patents to establish IP whitespace to spot IP potential and establish freedom to operate. The module also introduces some of the tools typically used to protect innovations or controlled disclosure as they proceed through their development cycle.

Determining and presenting the project value

Collecting together key performance forecast information and a strong IP case the module will assist the learner in presenting their innovation to external stakeholders in a concise and compelling format.

Design Studio (Resource)

A dedicated space designed to allow for studio-based learning. This space is specific to a particular learning group. While used to deliver studio-based education the space is available to accommodate learners outside scheduled/timetabled hours. It provides a safe learnerdriven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s

Assessment Breakdown

Project

%

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The learner will produce an IP report cataloging the IP landscape in which their potential design or innovation sits coupled with documentation establishing freedom to operate and planning to support their proposed IP strategy. The learner will support this with a verbal presentation on their IP position.	1,2	50.00	Week 25
Project	The learner will present a business plan report outlining the feasibility of bringing a proposed project to fruition. This will include a business model and may also include a plan to establish a company or social enterprise to bring the proposal to fruition.	3,4	50.00	Sem 2 End

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>
Studio Based Learning	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	Bachelor of Arts (Honours) in Product Design Innovation	8	Mandatory