

Module Title:	Enterprise & Leadership
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	The learner is immersed in a range of collaborative, problem-solving activities, to investigate and evaluate where design can propose solutions for commercial and social benefit. The holistic, learner-centered, studio-based approach, facilitated by faculty, is intended to negotiate, facilitate and guide learner engagement and scaffold a deep-learning using the following strategies: • Lectures, • Studio-based learning, • Peer-to-peer group/team learning, • Industry/partner collaboration, • Seminars, • E-Learning, • Presentation, • Facilitated peer-to-peer critique/review, • Self-directed independent learning,
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. It aims to equip them with the skills required to function in the commercial environment successfully and to develop an understanding of design entrepreneurship. The learner will be introduced to the role of leadership within design enterprises. It will encourage the learner to investigate options when forming a design enterprise and the skills require to function as a designer with their own business.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify a suitable business type for the formation of a design enterprise around HDP
LO2	Understanding the importance of a business, commercialisation & research plan and application of a business model
LO3	Examine and assess the options available for the financing of a design enterprise
LO4	Understanding the use of marketing and leadership strategies for design enterprises
LO5	Distinguish the various uses and types of intellectual property
LO6	Identify a range of opportunities for commercialisation or research development
LO7	To review performance over the course of the module and deliver a personal development plan
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

Leadership

Learners engage in an applied collaborative project with a heterogeneous group to develop their skills and understanding of the role of the leader. Learners are assigned roles of director, team leader or creative director and then engage, at the appropriate capacity, with a project team. Director Role: (set objectives, co-ordinate & motivate management teams, communicate, hold meetings & report to CEO, provide support training, report individual performance engagement, outcomes and recommend review). Team Leader Role: (co-ordinate & manage project team, set objectives & plan project, communicate, hold meetings & maintain records, motivate team & engage in conflict resolution, report project outcomes, report performance) Creative Director Role: (mentor & support team in research and process, communicate with team, provide technical guidance & support, motivate team & deliver to stated standards).

Development Opportunities

Learners are introduced to various business types and will identify the characteristics and suitability for the formation of a design enterprise. They will engage in research to identify the current state of the design enterprise environment and the role of design leadership. Learners will explore competitive analysis of design artifact & enterprise and identify the unique selling proposition of their design proposal. Learners will deliver a development plan for the HDP. Learners will identify between business development, commercialisation or further research opportunity, which approach suits their output from the Honours Degree Project

Financing Opportunities

Learners will gain an understanding of the different types of financing opportunities, funding bodies & stakeholders associated with business development, commercialisation and further research. (viability, stakeholder analysis, impact, funding strategies, intellectual property, negotiation skills and language)

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 learner-driven, 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.

Computers/Plotters/Printers (Resource)

In this year each learner requires the use of a personal computer of suitable specification to run software used on the design programme. There should be access to printing and plotting facilities in order to complete final deliverables for the Honours Degree Project.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Performance Evaluation	Learners will document their leadership role in a collaborative project with a heterogeneous group. The content will depend on their role within this applied engagement. (Performance reviews, guiding a team, timesheets, project report, project management plan, project synthesis, management report, HR support & training plan)		40.00	n/a
Written Report	Learners must deliver a development plan & funding proposal to: Start a Business, Commercialise HDP or advanced research opportunity	1,2,3,4,5,6	30.00	Week 30
Presentation	Learners prepare a presentation to pitch the development opportunity of the Honours Degree Project	2,3,4,5,7	20.00	Week 30
Oral Examination/Interview	Learners pitch their HDP to funding bodies/agencies	1,2,3,4,5,6,7	10.00	Week 30

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	Every Week	1.50
Independent Learning Time	Every Week	1.00
Total Hours		2.50

