

<b>Module Title:</b>	New Product Development Innovation and Entrepreneurship
<b>Language of Instruction:</b>	English

<b>Credits:</b>	5
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<b>NFQ Level:</b>	7
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<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
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<b>Teaching &amp; Learning Strategies:</b>	Learners will be exposed to theory and practice through exposure to and study of academic materials (texts, journals etc.) industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Learners will receive formative feedback.
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<b>Module Aim:</b>	The module aims to provide learners with an understanding of the growing need for organisations to find innovative responses to the challenges of modern global business and to create the culture and environment that will facilitate the development of creative thinking and entrepreneurship. The module aims to explore Entrepreneurship, the New product development process, and key strategic issues in the Brewing and Distilling Industry
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Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Evaluate the Entrepreneurial process and the role of the Entrepreneur in the Brewing and Distilling Industry
LO2	Appraise the strategic importance of creativity and innovation in the company
LO3	Identify and illustrate the role that market research plays in New Product Development
LO4	Determine and apply best practice in the management of the New Product Development Process

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

<b>Indicative Content</b>
<b>Introduction to Entrepreneurship</b> Definition and concept of Entrepreneurship Characteristics of an Entrepreneur The Role of the Entrepreneur in the Brewing and Distilling Industry
<b>The Practice of Innovation</b> Principles of innovation, creativity and commercialisation, new knowledge, pure and applied research. Ethical and Social issues, industry and market structures in the Brewing and Distilling Industry
<b>The New Product Development Process</b> Importance of new product development and managing the process Organisational structures
<b>New Product idea generation and screening</b> Sources of ideas and idea generation techniques
<b>Understanding Customer Needs</b> Market research process
<b>New Product Introduction</b> Market entry decisions Managing a product through it's lifecycle
<b>Finance and state supports</b> Sources of Finance The Climate for Enterprise • State Industrial Policy • Support Agencies for Enterprise • The Small Business Sector • Feasibility Studies and Business Planning

<b>Assessment Breakdown</b>	<b>%</b>
Project	100.00%

No Continuous Assessment

<b>Project</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	New Product Proposal and Presentation	1,2,3,4	100.00	n/a

No Practical

No End of Module Formal Examination

**ITCarlow reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	2.00
	Total Hours	3.50

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_SABRE_B	<a href="#">Bachelor of Science (Honours) in Brewing and Distilling</a>	3	Mandatory