

Module Title:	New Product Development Innovation and Entrepreneurship
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	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.
Module Aim:	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
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
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 of an Entrepreneur The Role of the Entrepreneur in the Brewing and Distilling Industry

The Practice of Innovation

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

The New Product Development Process

Importance of new product development and managing the process Organisational structures

New Product idea generation and screening

Sources of ideas and idea generation techniques

Understanding Customer Needs

Market research process

New Product Introduction

Market entry decisions Managing a product through it's lifecycle

Finance and state supports

Sources of Finance The Climate for Enterprise • State Industrial Policy • Support Agencies for Enterprise • The Small Business Sector • Feasibility Studies and Business Planning

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

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

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	Every Week	2.00
Total Hours		3.50

