



National College of Art and Design
A Recognised College of University College Dublin

MODULE DESCRIPTOR

Entrepreneurship and Social Innovation (DESPG1-9)

Credits	5	Course	MA Interaction Design
Level (NQAI Framework)	9	Faculty	Design
Stage	1	Module Coordinator	Bruce Martin (UCD Smurfit Business School)
Semester	2	Module Team	Majella Murphy and Bruce Martin
<p>This module is designed to introduce participants to entrepreneurial thinking and action generally, and the creation of new ventures specifically. Learning will be relevant to starting new commercial ventures, new social ventures and new lines of business in existing companies (intrapreneurship).</p> <p>The module will cover major theoretical and conceptual issues in the entrepreneurship research literature and show how they apply in a variety of contexts. Participants will generate their own new business ideas, develop them collaboratively, and undertake the initial phases of bringing them to market.</p>			
What will I learn?			
<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Outline major theories and concepts from the entrepreneurship literature and relate them to practical applications in a variety of settings • Identify and demonstrate the characteristics of successful entrepreneurs • Demonstrate diagnostic skills and a conceptual framework for new venture creation problem solving • Forge ideas into workable business concepts and test them in the marketplace • Develop tested concepts into business plans that can attract the resources needed for market entry 			
How will I learn?			
			HRS/ Semesters
Lectures / Workshops			36
Autonomous Student Learning			64
Total Workload			100
How will I be assessed?			
		% of Final Grade	Timing

Continuous Assessment: Individual and group assignments involving new venture idea generation and development, research, critique and reflection via written reports and presentations	100	Duration of module
Total	100	

What happens if I fail?	
<u>Resit Opportunities</u> End of Semester 2	
<u>Remediation</u> If you fail this module you may avail of a resit opportunity or substitute, where permissible	
<u>Am I eligible to take this module?</u>	
<u>Module Requisites and Incompatibles</u>	
Pre-Requisite: None	
Required : None	
Co-Requisite: None	
Incompatibles: n/a	
<u>Prior Learning</u>	
Requirements:	
Excluded:	
Recommended: Should be prepared to participate fully in all course activities including visits	
<u>When and where is this module offered?</u>	
Timetabling information is displayed only for guidance purposes, relates only to 2015/16 and is subject to change.	
Smurfit Business School	Semester 2 (May 16 th – 20 th)

For further details on the content of your module and teaching arrangements consult your course handout