<h1 class="pageTitle">IA40470 Entrepreneurship: Application and Mindset</h1>
<h2>Academic Year 2019/2020</h2>

This module was formally known as Entrepreneurial Endeavour.

Dynamic changes in technology, demographics, globalisation and the environment are creating turbulent, unpredictable marketplaces and workplaces. Coping with such complexity is increasingly challenging for individuals, commercial organisations, social enterprises, public bodies and government. Founders, managers and employees in all sectors need to think more creatively, innovatively and entrepreneurially in order to make effective decisions. They need to develop an entrepreneurial mindset.

An entrepreneurial mindset is one that focuses on who you are, what you know and whom you know rather than what you need. It is an approach where action trumps everything, where the focus is on our own experience of doing rather than procrastination or studying the actions of others. It s a culture that believes that collaboration, team working and community resilience promotes success. It s a mindset that views the calculation of risk as fundamental rather than the taking risk per se. Entrepreneurial Thinkers see failure as a means to learn rather than a lack of success.

Entrepreneurs view the world around them in terms of problem-solution fit. The entrepreneurial mindset is to first and foremost clearly define 'a problem-to-be-solved'. This is discovered by observing and talking to customers/users about their pains and gains. This is the difficult part. Only after that do you move on to the easier part whereby you ideate a number of alternative, creative solutions to the defined problem. The mindset is to then carry out tests or experiments to identify the best solution by prototyping minimal viable products (MVPs). This cycle of trying to find 'fit' is very much an iterative process.

This module will embrace the ideas and concepts above by facilitating students to practice key innovation and entrepreneurial tools and techniques and develop life-skills including creative confidence, curiosity, communication, collaboration and commitment. This module will also enable student teams to develop a commercial, social or community venture. Specifically the module will allow students to apply the following tools and techniques to their own ideas for new ventures.

*? Identifying and defining problems-to-be-solved (jobs-to-be-done, pains and gains) using customer discovery techniques such as interviews, observation and secondary research
*? Generating solutions for problems defined through brainstorming, empathy mapping and customer journey mapping
*? Value proposition design: identifying value propositions for chosen customer segments
*? Business model canvas; taking a helicopter view of your new venture
*? Prototyping, experimentation and testing
*? Iterations and the pivot
* ?Pitching

Please see https://www.innovators.ie/phd-modules/ for more information for dates when the module will run

At the UCD Innovation Academy, we are a group of Educator Practitioners with extensive real-world experience as academics, business and social entrepreneurs, tech thinkers, creative professionals and design thinking practitioners.

We take an action-oriented approach to learning, with a combination of individual, group and class tasks and activities, including discussions, presentations and reflection. All of our teaching is grounded in academic rigor, but our focus is on learning by doing in a real-world context.

Enrolment in an Innovation Academy module means a commitment to active participation and engagement, which necessitates attendance at all scheduled classes. Please note that auditing Innovation Academy modules is not be possible

Curricular information is subject to change

What will I learn?

Learning Outcomes:
On completion students should be able to:

* Understand the concept of an entrepreneurial mindset and why it is so important for all of us to use entrepreneurial thinking in our everyday lives
* Understand the principle of problem-solution fit as well as product-market fit
* Be able to apply the following to a new venture; lean startup tools and techniques such as ideation, customer discovery, business model canvas, prototyping, testing and pitching
* Understand the challenges and benefits associated with working in teams and have practiced techniques to enhance team performance
* Understand that failure in business can be an opportunity, and how to capitalise on that opportunity
* Be able to present ideas clearly and professionally.

How will I learn?

Student Effort Hours:

Student Effort Type	Hours
Small Group	20
Practical	20
Specified Learning Activities	30
Autonomous Student Learning	30
Total	**100**

Am I eligible to take this module?

Requirements, Exclusions and Recommendations

Not applicable to this module.

Module Requisites and Incompatibles

<*strong*>*Incompatibles:*</*strong*>

IA20020 - Essentials of Entrepreneurship

How will I be assessed?

Assessment Strategy

Description	Timing	Open Book Exam	Component Scale	Must Pass Component	% of Final Grade
Assignment: Personal Reflections/Self Realisation Report	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	20
Assignment: Individual Report on Individual or Group Venture	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	20

Assessment Strategy

Description	Timing	Open Book Exam	Component Scale	Must Pass Component	% of Final Grade
Attendance: This modules requires active participation and engagement which necessitates attendance at scheduled classes. (80% attendance is required to pass this component)	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	40
Presentation: Individual and Group Presentations throughout the module	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	20

Carry forward of passed components
Yes

What happens if I fail?

Remediation Type	Remediation Timing
In-Module Resit	Prior to relevant Programme Exam Board

Assessment feedback

Feedback Strategy/Strategies
* Feedback individually to students, post-assessment

How will my Feedback be Delivered?
Feedback will be given to students upon request. This will include feedback based on their participation during the module and their deliverables.

Reading List

<nav class="white-box no-left-arrow zero-top-margin">
<h1 class="printOnly"><img src="https://www.ucd.ie/t4cms/ucdcollegesandschools_logo.png"> UCD Course Search
Entrepreneurship: Application and Mindset (IA40470) </h1><h3 class="printOnly">Academic Year 2019/2020</h3> The information contained in this document is, to the best of our knowledge, true and accurate at the time of publication, and is solely for informational purposes. University College Dublin accepts no liability for any loss or damage howsoever arising as a result of use or reliance on this information.
<h4 class="noPrint">Entrepreneurship: Application and Mindset (IA40470)</h4>
<dl>
<dt>Subject:</dt>
<dd>Innovation Academy</dd>

<dt>College:</dt>
<dd>VP - Research, Innov & Impact</dd>
<dt>School:</dt>
<dd>Innovation Academy</dd>
<dt>Level:</dt>
<dd>4 (Masters)</dd>
<dt>Credits:</dt>
<dd>5.0</dd>

<dt>Trimester:</dt>
<dd>Autumn&Spring&Summer(separate)</dd>
<dt>Module Coordinator:</dt>
<dd>Mr Maurice Knightly</dd>
<dt>Mode of Delivery:</dt>
<dd>Face-to-Face</dd>
<dt>Internship Module:</dt><dd>No</dd>

<dt>How will I be graded?</dt>
<dd>Pass/Fail (GPA Neutral) </dd>

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(Google Chrome is recommended when printing this page)

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