<h1 class="pageTitle">IA20020 Essentials of Entrepreneurship: Action and Mindset</h1>
<h2>Academic Year 2019/2020</h2>

**** Please note that this module will run twice in Trimester 1 and Trimester 2 and once in Trimester 3 - one offering will be run in the evenings and Saturday and the second offering will be a block week - For exact dates and times please copy and paste this link into your web browser to view the schedule for the Innovation Academy undergraduate elective modules - http://bit.ly/InnovationAcademy2019-20 - if you are having any issues registering please contact deirbhle.carroll@ucd.ie ****

This module (formally know as Entrepreneurial Endeavour) introduces the learner to the concept of entrepreneurial thinking and the entrepreneurial mindset and focuses on the concept of entrepreneurial endeavour.

In a rapidly changing world, people in all sectors need to think more creatively, innovatively and entrepreneurially in order to make effective decisions, improve existing organisations, develop new ventures and create sustainable solutions. In this module, the learner will be introduced to key theories, models and concepts of entrepreneurship which can be applied in a real-world setting.

The entrepreneurial mindset focuses on who you are, what you know and who 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 and learning from doing rather than procrastination. The entrepreneurial mindset believes that collaboration, team working and community resilience promote success. It is a mindset that views calculated risk as key to success. The entrepreneur sees failure as a means to learn rather than a lack of success. The entrepreneurial mindset refers to a specific state of mind which orientates human conduct towards entrepreneurial activities and outcomes. Individuals with entrepreneurial mindsets are often drawn to opportunities, innovation and new value creation.

This module is suitable for students from any discipline and for those who are interested in both entrepreneurship and intrapreneurship (innovating within organisations).

The module objectives are as follows:

* To Identify and explore introductory concepts of entrepreneurial endeavour
* To familiarize the learner with the concept & core elements of an entrepreneurial mindset and how this can be applied in an innovative real world context.
* To equip the learner with the necessary knowledge, skill and competence to utilise an entrepreneurial mindset in an applied setting.

Timetable and Schedule

This module runs 5 times in the 2019/20 Academic Year, including one module in early January before Trimester Two begins and one module in the Summer Trimester. It consists of a series of full-day and evening workshops.

For exact dates and times please copy and paste this link into your web browser to view the schedule for the Innovation Academy undergraduate elective modules - http://bit.ly/InnovationAcademy2019-20

UCD Innovation Academy

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

www.innovators.ie

Curricular information is subject to change

What will I learn?

Learning Outcomes:
On completion of this module, learners should be able to:

* Demonstrate a practical understanding of how entrepreneurial thought and action may be applied to opportunities of all kinds including new ventures

as well as innovation within existing organizations
* Develop the ability to understand the fundamental concepts and analytical tools that help assess opportunities and develop entrepreneurial ventures, and how these concepts and tools may be applied to real world business situations and opportunities
* Gain an understanding of the fundamental skills of creativity, teamwork and communication necessary for the successful development of an idea
* Develop the ability to see new opportunities that are the critical first step in moving an idea from concept to launch
* Develop, define and clearly communicate a new business concept or initiative in an efficient, effective and compelling manner
* Recognise the value of feedback to enhance problem solving.

Indicative Module Content:
Entrepreneurs view the world around them in terms of problem-solution fit. The entrepreneurial mindset is to first and foremost clearly define the problem-to-be-solved. This is discovered by observing and talking to customers or 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.

Students will identify and define problems-to-be-solved (jobs-to-be-done, pains and gains) using customer discovery techniques and other key tools and concepts such as:

* Interviews, observation and secondary research
* Generating solutions for problems defined through brainstorming, empathy maps and customer journey maps
* Value proposition design and identifying value propositions for chosen customer segments
* Business model canvas; taking a helicopter view of your new venture
* The Effectuation Process (Sarasvathy 2008)
* Prototyping, experimentation and testing
* Iterations and the pivot
* Pitching.

How will I learn?

Student Effort Hours:

Student Effort Type	Hours
Lectures	12
Small Group	20
Practical	8
Specified Learning Activities	40
Autonomous Student Learning	40
Total	**120**

Am I eligible to take this module?

Requirements, Exclusions and Recommendations

Learning Recommendations:

IA 20010

Module Requisites and Incompatibles

<*strong>Incompatibles:*

IA40470 - Entrepreneurship

How will I be assessed?

Assessment Strategy

Description	Timing	Open Book Exam	Component Scale	Must Pass Component	% of Final Grade
Presentation: Team Project Presentation	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	20
Assignment: Reflection Report	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	20
Continuous Assessment: Online and offline tasks and activities	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	20
Attendance: This module requires active participation and engagement, which necessitates attendance at ALL scheduled classes (80% attendance is required to pass this component) .	Throughout the Trimester	n/a	Pass/Fail Grade Scale	Yes	40

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

Associated Staff

Name	Role
Ms Jacinta Owens	Lecturer / Co-Lecturer

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<h1 class="printOnly"><img src="https://www.ucd.ie/t4cms/ucdcollegesandschools_logo.png"> UCD Course Search
Essentials of Entrepreneurship: Action and Mindset (IA20020) </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">Essentials of Entrepreneurship: Action and Mindset (IA20020)</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>2 (Intermediate)</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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