

Module code	TG-3305		
Module Title	Innovation & Entrepreneurship I		
Degree/Diploma	Bachelor of Engineering		
Type of Module	Major Option		
Modular Credits	2	Total student workload	4 hours/week
		Contact hours	2 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims			
The aim of this module is to provide students with a new method of problem solving which is entrepreneurial thinking. This is a process for discovering and pursuing new opportunities while not being constrained by current dogma.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Middle order :	30%	<ul style="list-style-type: none"> - determine how the unmet customer needs will affect all elements of the business model - analyse case studies to understand complex, realistic commercial challenges faced by business administrations 	
Higher order:	70%	<ul style="list-style-type: none"> - demonstrate the ability to communicate effectively and persuasively - assume leadership roles and the ability to function in teams - develop appreciation of the technology and business processes necessary to nurture new technologies from concept to commercialisation 	
Module Contents			
<ul style="list-style-type: none"> - The unmet and unarticulated needs of the customer for formulating business models - Teamwork, leadership and conflict management skills for effective and creative team management - The fundamentals of effective oral presentation - Basic financial accounting and its application - Concepts of cost goods sold, gross margin, a bill of materials and their application - Product finishing from start-up and development to final product - The key aspects of marketing (i.e. the 4P's and targeting) and their application 			
Assessment	Formative assessment	Monthly online multiple choice and file upload questions will be used to evaluate their learning	
	Summative assessment	Examination: 0% Coursework: 100% <ul style="list-style-type: none"> - 2 individual assignments (5% each) - 6 group assignments (5% each) - In-class individual student participation (20%) - 2 oral presentations (20% each) 	