

**Innovative Entrepreneurship Theory and Practice
3 (3-0-6) DIN111 (888111)
International College of Digital Innovation
Section 701
MTh 14.30-16.00 RB3201
Lecturer: Dr Séamus Lyons**

Course Type: Lecture Laboratory Practicum Co-operative education

Assessment: A-F

Course Description

This course will provide theoretical and practical experience for students in the development of innovative entrepreneurship. Design Based and Entrepreneurial thinking are an assortment of 21st century skills, and students will learn how to apply these concepts in the development of their own startups.

By the end of the semester students will work in teams to develop their own start up, from ideation to business plan to rocket pitches. They will have an opportunity to execute them in a real-life context.

Topics include:

- Financial preparation for innovative entrepreneurial ventures
- Social entrepreneurship and the global environment for innovative entrepreneurship
- Creativity and innovation
- Marketing challenges for innovative entrepreneurial ventures
- Ethical and socially-responsible innovative entrepreneurship
- Effective innovative business plan development
- Business pitching
- Economics for innovative entrepreneurship
- Creation and protection of intellectual property
- Technology for innovative entrepreneurship

Course Objectives:

Students are able to:

1. Develop a business model canvas
2. Define actionable steps towards launching a startup
3. Present their startup as a rocket pitch

Method of Evaluation:

- In addition to the mid-term and final exam, students are expected to collate work over the semester into a project that involves a report, a presentation (pitch), and several items of coursework set throughout the course (e.g. business model canvas).
- Students must attend both the midterm and final exams.
- Scoring assessment ranges from A to F grades.

Grading:

Attendance and participation:	15%
Group work and pitch	
Part 1:	20%
Part 2:	20%
Mid-term exam:	20%
Final exam:	25%

Group work and pitch is in two parts, pre- and post-Mid-term

Grading Criteria:

Scores	0-49.99	50-54.99	55-59.99	60-64.99	65-69.99	70-74.99	75-79.99	80-100
Grade	F	D+	D	C	C+	B	B+	A

Artificial Intelligence (e.g. Chat GPT) may not be used in graded parts of the course, e.g. assignments and exams.

Plagiarism (copying) without attribution (saying where you got information from) is cheating and will be dealt with accordingly.

Students caught cheating will be subject to CMU disciplinary procedures which could lead to failing the course and/or being dismissed from the University.

Course Syllabus:

The first lesson in each week will be a theory lesson; the second lesson will typically be a more practical workshop session to help you to develop your group innovation portfolio.

Grey = No lesson

w/c	wk	Topic/activity	
		Monday (2.30-4 pm)	Thursday (2.30-4 pm)
11 th Nov	1	1. Course Introduction	2. Core values
18 th Nov	2	3. Innovation & Entrepreneurship	4. Empathy maps
25 th Nov	3	5. Opportunities for innovation	6. Customer personas
2 nd Dec	4	7. Dynamic innovation	No class
9 th Dec	5	8. Competitive advantage	9. SWOT and TOWS analysis
16 th Dec	6	10. Mission statement & report writing	11. Core values, vision and mission statements
23 rd Dec	7	review & exam preparation	No class
30 th Dec		Reading week	
6 th Jan		Mid-term exams	
13 th Jan	8	12. MVP/prototyping	13. Business Model Canvas
20 th Jan	9	14. Business plan	15. Business plan (continued)
27 th Jan	10	14. Constructing a business	Group project work
3 rd Feb	11	15. Presentations and pitching	Group project work
10 th Feb	12	16. Branding and marketing	17. Marketing
17 th Feb	13	18. Financials	19. Finances
24 th Feb	14	review & exam preparation	Group presentations
3 rd Mar	15	Group presentations	Group presentations
10 th Mar		Final exams	
17 th Mar		Final exams	

Arrangements:

In-person attendance is mandatory, unless students have a very good reason not to (including with written proof, e.g. medical note).

Attendance will be checked regularly, and students missing lessons will be expected to provide valid reasons for any absences.

As per CMU regulations, any students not attending at least 80% of classes may not be allowed to take the final exam.

Course Content (changes may be made over the course of the semester)

Introduction to innovation, the course, and the group business idea task.
Introduction to entrepreneurship and its relationship to innovation.
Importance of core values to business.
Understanding customers, including using empathy maps and personas.
Identifying opportunities for innovation, and creativity.
Strategy and competitive advantage, including SWOT and TOWS analyses.
Mission statements.
Business models and the Business Model Canvas.
Presenting and pitching a business idea.
Prototyping.
Business plans.
Constructing a business – teams, leadership, business legal structures, intellectual property.
Marketing.
Financing.
Final Exam review.