

<b>Module Title:</b>	<b>INNOVATION AND ENTREPRENEURSHIP</b>
<b>Academic year:</b>	2009 – 2010
<b>Credit Value:</b>	4
<b>Pre- requisites:</b>	None
<b>Assessment:</b>	Exam-50%, CA-50%
<b>Aims</b>	<ul style="list-style-type: none"> <li>• To enable learners to understand and apply the principles of innovation and entrepreneurship.</li> <li>• To provide learners with the knowledge and skills to set up and manage a new enterprise.</li> </ul>
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Innovation and Entrepreneurship</li> <li>• Systematic Innovation</li> <li>• New Product Development</li> <li>• Managing New Technology-Based Firms</li> <li>• Starting Your own Business</li> </ul>
<b>Intended Learning Outcomes:</b>	<p>Having successfully completed this module, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Explain and apply the theory and practice of innovation and entrepreneurship in enterprises, particularly within the computing industry.</li> <li>• Identify sources for innovative opportunity and apply techniques for idea generation, idea selection and implementation with regard to new product development.</li> <li>• Demonstrate an understanding of how entrepreneurship should be managed in new technology-based firms.</li> <li>• Analyse a range of entrepreneurial strategies and select the most appropriate one for a given context.</li> <li>• Develop an effective business plan and discuss the issues involved in starting a new business.</li> </ul>

