Module Title **Enterprise Development and Entrepreneurship** **Keywords** Lean, MVP, startup, entrepreneurship, service design, design thinking, innovation, business model generation	Reference CM4029 SCQF SCQF Level 10 SCQF Points 15 ECTS Points 7.5 Created March 2012 Approved November 2015 Amended April 2016 Version No. 3

This Version is No Longer Current

The latest version of this module is available here

Prerequisites for Module

CM2013 Professional Development in Computing or equivalent.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To realise the commercial potential of a project or idea through the use of 'lean' 'startup' methodologies. Students will create a 'minimum viable product' or MVP to kick-start their entrepreneurial potential. A creative and iterative approach to idea generation will support People projects and products. Managing people, managing projects, from prototype to product, quality and maintenance.

Marketing and selling. Reading the market, reaching the market and how to sell.

Growth and exit. Coping with growth, valuation and exit routes.

Indicative Student Workload

Contact Hours	Full Time
Lectures	12
Tutorial	12
Directed Study	
Assessment	10
Directed Reading	60
Private Study	
Private Study	56

the development and acquisition of enterprise, entrepreneurial and related soft skills in a computing related field.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Produce a product plan and business model for a computing technology or service.
2. Analyse professional, ethical and legal aspects of commercialisation.
3. Produce and present the minimum viable product to both peers and industry experts.
4. Assess the impact of current technology trends to identify exploitable sources for innovation.

Indicative Module Content

Module content will be drawn from authoritative texts and case studies on early stage innovation strategies. The module considers issues such as:

Innovation best practices. Identifying customer needs, open innovation, ideas generation and selection

Mode of Delivery

Lectures, workshops, individual tutorials and mentoring, industry led seminar sessions and group work. Students will work on a project in a practice-based learning environment.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

Component 1 - Coursework assignment worth 100% of the total module assessment.

Indicative Bibliography

1. BLANK, S. 2013. Why the lean start-up changes everything. Harvard Business Re 91, 63-72.
2. BOSCH, J., OLSSON, H. H., BJORK, J. & LJUNGBLAD, J. 2013. The early stage software startup development model: a framework for operationalizing lean principle software startups. Lean Enterprise Software and Systems. Springer.
3. BROWN, T. & MARTIN, R. 2015. Design for Action. Harvard Business Review, 93,57-64.
4. COHEN, A. 2015. Prototype to Product.

generation and selection.

Ethical issues.

Types of technology enterprises. Types of small enterprise, innovation launch timing and business modules, marketing, risk assessment, intellectual property rights.

Money and legal affairs. Creating a budget, fundraising, legal issues, setup and recruitment.

5. CSIKSZENTMIHALYI, M. 2014. Society, Culture, and Person: A Systems View of Creativity. The Systems Model of Creativity. Springer Netherlands.
6. DRUCKER, P. 2014. Innovation and Entrepreneurship. Routledge.
7. DWECK, C. 2006. Mindset: The new psychology of success. Random House.
8. LEVY, J. 2015. UX Strategy: How to Devise Innovative Digital Products that People Want, O'Reilly Media.