

## ENGR E8018: New Venture Development 2014

Module Details	
Module Code:	ENGR E8018
Full Title:	New Venture Development 2014 APPROVED
Valid From::	Semester 1 - 2014/15 ( September 2014 )
Language of Instruction:	English
Duration:	2 Semesters
Credits::	10
Module Owner::	Peter Ryan
Departments:	Unknown
Module Description:	New venture Development is a core activity for Entrepreneurship programmes. The module is the focal point at which the studies undertaken in other modules are applied to a real world project. A business proposal is taken from concept through the development, assessment, prototyping and redesign stages. The financial, sales, marketing, manufacturing aspects of the idea are developed to finally produce a real world business plan and proposal which could be presented to an investor.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Identify and assess a new venture opportunity
MLO2	Critically evaluate a proposal with reference to competition and market placement
MLO3	Produce, appraise and modify working prototypes and / or simulations / models to test the feasibility and performance of the proposed design solution / service provision.
MLO4	Develop detailed design solutions including CAD drawings and solid models where appropriate or full service simulation.
MLO5	Conduct a critical analysis of the design, with reference to the project brief provided.
MLO6	Generate appropriate support documentation for the product.
MLO7	Manage the development of a full business plan and argue the relative merits of their case
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

<b>Module Indicative Content</b>
<b>Technical Documentation.</b> Identification of the documentation required. How should it be presented. Who needs what? How much detail should I give?
<b>Model/process development and testing.</b> Planning the process, time-line and resources. Change management. Stress testing. Business modeling. Comparing options and optimal selection criteria
<b>Supporting the Venture concept</b> Is it mine? (IP) Finding the relevant information. How to survey the customers. What does the survey tell you?,
<b>Formulation of the business plan.</b> What is the business? How will it work? Who pays to set it up? Who owns it afterwards? Who are the customers? Will they buy? The detail which must be included. Where to find backers / investors.

Module Assessment	
<b>Assessment Breakdown</b>	<b>%</b>
Course Work	100.00%
<b>Module Special Regulation</b>	

## Assessments

Full Time On Campus			
<b>Course Work</b>			
<b>Assessment Type</b>	Project	<b>% of Total Mark</b>	60
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Sem 2 End	<b>Learning Outcome</b>	3,4,5,6
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Project to include model where app. plus full documentation			
<b>Assessment Type</b>	Presentation	<b>% of Total Mark</b>	15
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Sem 2 End	<b>Learning Outcome</b>	2,3,5,6
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Presentation of Semester Project			
<b>Assessment Type</b>	Oral Examination/Interview	<b>% of Total Mark</b>	10
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Sem 2 End	<b>Learning Outcome</b>	5,6,7
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Individual Interview			
<b>Assessment Type</b>	Other	<b>% of Total Mark</b>	15
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	n/a	<b>Learning Outcome</b>	1,2,3,5
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Mini projects (class based) over semester			
No Project			
No Practical			
No Final Examination			
<b>Reassessment Requirement</b>			
<b>No repeat examination</b> <i>Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered.</i>			
<b>Reassessment Description</b> Students must resubmit all relevant materials in consultation with the module supervisor with possible alterations as required.			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	Class Based Theory	Every Week	2.00	2
Tutorial	Contact	Business Development	Every Week	1.00	1
Directed Reading	Non Contact	Development of Core project with RDC, business advisors etc	Every Week	2.00	2
Independent Study	Non Contact	Independent study of thematic areas relevant to the subject	Every Week	2.00	2
Total Weekly Learner Workload					7.00
Total Weekly Contact Hours					3.00

This module has no Part Time On Campus workload.

## Module Resources

### *Recommended Book Resources*

Kennedy, W. (2006), So what? who cares? why you?®, Wendy Kennedy Inc..  
Bridge, S., O'Neill, K and Martin, F.. (2008), Understanding Enterprise: Entrepreneurship and Small Business, 2008/3rd. Palgrave Macmillan.  
Cooney, T.M. and Hill, S.. (2002), New Venture Creation in Ireland., Oak Tree Press.  
Hegarty, C and Frederick, H.. (2006), Sources Funding for Irish Entrepreneurs, 2006/1st. Online / Self Published.  
Henry, C.. (2007), Ernst and Young Entrepreneur of the Year Case Series, Blackhall Publishing.  
Ulrich K, Eppinger S. (2007), Product Design and Development, 2007/2nd. McGraw Hill.

*This module does not have any article/paper resources*

### *Other Resources*

website, <http://www.siliconrepublic.com/>.