

MMED M7005: Entrepreneurship for Digital Industries

Module Details	
Module Code:	MMED M7005
Full Title:	Entrepreneurship for Digital Industries APPROVED
Valid From::	Semester 1 - 2020/21 (September 2020)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Adele Commins
Departments:	Unknown
Module Description:	Students completing this module will have an understanding of key concepts of entrepreneurship and the practice of entrepreneurship in the creative Industries. They will have considered entrepreneurship in terms of new venture creation, 'being enterprising' and career development. Students will follow a design thinking process (problem-solving, ideation, testing) and business strategies (to market and commercialise) for new venture creation.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Identify the key skills and abilities necessary for successful entrepreneurship.
MLO2	Evaluate the prospect of entrepreneurship as a viable career option within the creative media sector.
MLO3	Assess an idea for a potential new venture following a design thinking approach.
MLO4	Create a business plan for a new creative venture.
Pre-requisite learning	
Module Recommendations <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	

Module Indicative Content	
Key Theories on the Entrepreneur Key traits and characteristics of the entrepreneur (psychological, social/demographic, behavioural). Creativity and entrepreneurship - shared competencies? Entrepreneurship as a way of sustaining creative practice. Emotional intelligence (EQ) and leadership.	
Entrepreneurship in the Creative Industries Creatives practitioners as Entrepreneurs. Case studies; national and international. Overview and breakdown of creative industries (mapping). Key challenges and future trends in the sector. Creative capital & clusters. New funding opportunities.	
Social Entrepreneurship & Business ethics Ethical business practices, sustainability, measuring impact and adding value. Alternative business models. Case studies and support bodies.	
Design Thinking Creativity, innovation and entrepreneurship. Convergent and divergent thinking. Understanding creativity and its link to entrepreneurship. Following a design development process: Empathise (observe and understand), Ideate (ideas generation and screening), Prototype, Test & reiterate.	
Marketing and Business Planning Market analysis. Market position, planning and promotions. Definitions of key business terms. Blueprint Modelling of operations. Legal protection (IP) and licensing opportunities. Funding opportunities.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Written Report	% of Total Mark	25
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 7	Learning Outcome	1,2
Duration in minutes	0		
Assessment Description Case Study / interview with entrepreneur			
Assessment Type	Continuous Assessment	% of Total Mark	15
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 9	Learning Outcome	1,2
Duration in minutes	0		
Assessment Description Students undertake a practical assignment, and afterwards reflect upon and disseminate their entrepreneurial mindset, attitude, and personal qualities.			
Assessment Type	Written Report	% of Total Mark	60
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 13	Learning Outcome	1,2,3,4
Duration in minutes	0		
Assessment Description Business Plan for new venture idea with accompanying materials.			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
A repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

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	No Description	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	1.00	1
Independent Study	Non Contact	No Description	Every Week	3.00	3
Tutorial	Contact	No Description	Every Week	3.00	3
Total Weekly Learner Workload					8.00
Total Weekly Contact Hours					4.00

Workload: Part 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>
Directed Reading	Non Contact	No Description	Every Week	1.00	1
Independent Study	Non Contact	No Description	Every Week	3.00	3
Tutorial	Contact	No Description	Every Week	3.00	3
Lecture	Contact	Lectures on theory	Every Week	1.00	1
Total Weekly Learner Workload					8.00
Total Weekly Contact Hours					4.00

Module Resources

Recommended Book Resources

Lazzeretti, Luciana. (2018), Creative Industries and Entrepreneurship: Paradigms in Transition from a Global Perspective, Edward Elgar Publishing Ltd.

Khair, Mukti. (2017), Culture and Commerce: The Value of Entrepreneurship in Creative Industries., Stanford Business Books.

Taylor, Jeffrey. (2017), Visual Arts Management (Mastering Management in the Creative and Cultural Industries), Routledge.

Innerhofer, Elisa; Pechlaner, Harald; Borin, Elena. (2017), Entrepreneurship in Culture and Creative Industries: Perspectives from Companies and Regions (FGF Studies in Small Business and Entrepreneurship), Springer.

S. Bridge and K. O'Neill. (2012), Understanding Enterprise: Entrepreneurship and Small Business, Palgrave Macmillan.

Adrian Shaughnessy. (2010), How to be a Graphic Designer without losing your soul, Princeton Architectural Press.

Tim Brown. (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperBusiness.

Alexander Osterwalder and Yves Pigneur. (2010), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, UK.

Supplementary Book Resources

Colette Henry and Anne de Bruin. (2011), Entrepreneurship And The Creative Economy, Process, Practice and Policy, Edward Elgar.

Jeanne Liedtka, Andrew King and Kevin Bennett. (2013), Solving Problems with Design Thinking: Ten Stories of What Works, Columbia University.

Gijs van Wulfen. (2013), The Innovation Expedition: A Visual Toolkit to Start Innovation, BIS Publishers.

Davies, R. and Sigthorsson, G.. (2013), The Creative Industries, 1. SAGE Publications Ltd., UK.

Bernard O'Hara. (2011), Entrepreneurship in Ireland, Gill & MacMillan.

Idris Mootee. (2013), Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School,, Wiley.

Roger Martin. (2009), The Design of Business: Why Design Thinking is the Next Competitive Advantage, 3. Harvard Business Review Press.

Recommended Article/Paper Resources

NESTA. (2012), Getting off the Ground : How to go about setting up a creative business, Creative Enterprise Toolkit.

Irish Film Board. (2008), Creative Capital: Building Ireland's AV Creative Community.

World Intellectual Property Organisation (WIPO). What is Intellectual Property?.

Ronald H. Humphrey. (2013), The Benefits of Emotional Intelligence and Empathy to Entrepreneurship, De Gruyter, Special Issue – A New Business Model: The Emotional Dimension of Organizations.

Supplementary Article/Paper Resources

Fransess McDonnell. (2013), Pursuing a vision for creative industries, Irish Times, March 5, 2013.

Forfas. (2006), International Digital Media Industry: Implications for Ireland, July 2006.

Other Resources

Website, Department of Jobs, Enterprise and Innovation,
<http://www.enterprise.gov.ie/>

Website, Enterprise Ireland,
<http://www.enterprise-ireland.com>

Website, Social Entrepreneurs Ireland,
<http://socialentrepreneurs.ie/>

Website, Nesta. Creative Enterprise Toolkit, UK,
<http://www.nesta.org.uk/publications/creative-enterprise-toolkit>

Website, Student Entrepreneur Awards, Ireland,
<http://studententrepreneur.ie/>