

Module Code	CSU44081
Module Name	Entrepreneurship & High-Tech Venture Creation
ECTS Weighting¹	5 ECTS
Semester taught	Semester 1
Module Coordinator/s	Prof. Donal O'Mahony
Module Learning Outcomes	<p>On successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> LO1. Explain how high tech venture creation operates, with an emphasis on the processes developed by the Silicon Valley venture community over the past 20 years; LO2. Understand and give examples of some of the basic skills needed to recognise and nurture commercial opportunities, marshal the human and financial resources needed to promote their ideas and execute a well formulated business plan; LO3. Describe how high-tech industry in general and ICT in particular has evolved and continues to evolve. LO4. Describe how a strong ethical culture can be fostered in an entrepreneurial venture, including the importance of leading by example and having a code of conduct. LO5. Give oral presentations and engage in in-class discussion. LO6. Describe a product or service to a non-technical audience LO7. Understand how high-tech companies are financed from seed rounds to stock market listing and what factors drive their valuation
Module Content	<p>Entrepreneurship and its contribution to the Economy & Society</p> <p>The Entrepreneurial Perspective</p> <p>Opportunity Recognition & Evaluation</p> <p>Building & Managing your Team</p> <p>Initial Funding & Financing your Growth</p> <p>Developing & Executing on a Business Plan</p> <p>Marketing & Promoting your Idea</p> <p>Protecting Intellectual Property</p>
Teaching and Learning Methods	Lectures, use of Video, class individual & group presentations

¹ [TEP Glossary](#)

Assessment Details ²	Assessment Component	Brief Description	Learning Outcomes Addressed	% of total	Week set	Week due
	Attendance	A sign-in sheet is used to ensure that students maintain a minimum attendance level at classes	all	10%	n/a	n/a
	Group Presentation	Track the activity of an Irish high-tech start-up company and present findings	all	20%	2	4
	Individual Presentation	Examine the present circumstances of a public high-tech company and given analyst presentation	all	10%	6 onwards	All completed by wk 11
	Business Plan	Prepare a mini-business plan for a proposed high-tech venture	L01-L03,L06-L07	50%	8	11
	Press Release	Prepare a press release related to a high-tech venture product launch	L06	10%	10	12
Reassessment Details	Essay					
Contact Hours and Indicative Student Workload	Contact Hours (scheduled hours per student over full module), broken down by:				33 hours	
	lecture				22 hours	
	Presentations, miscellaneous, occasional guest lecture				11 hours	
	Independent study (outside scheduled contact hours), broken down by:				77 hours	
	preparation for classes and review of material (including preparation for examination, if applicable)				56 hours	
	completion of assessments (including examination, if applicable)				14 hours	
	Total Hours				100 hours	
Recommended Reading List	Background reading for the course will include :Entrepreneurship: Successfully Launching New Ventures, latest Edition, Barringer, B.R. & Ireland, R.D., Pearson Education, New Jersey					
Module Pre-requisites	none					
Module Co-requisites	none					
Module Website	https://www.scss.tcd.ie/~omahony/cs4081/					
Last Update	31/07/2019 by Prof. Donal O'Mahony					

² [TEP Guidelines on Workload and Assessment](#)