

2024 / 25

School of Science and Computing

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**SE
TU**

Ollscoil
Teicneolaíochta
an Oirdheiscirt

South East
Technological
University

Module Descriptor

Technology Entrepreneurship (Computing and Mathematics)

Technology Entrepreneurship (A14321)

Short Title: Technology Entrepreneurship
Department: Computing and Mathematics
Credits: 5

Level: Intermediate

Description of Module / Aims

This module is designed to develop knowledge, skills and capabilities for the formulation and initiation of technology enterprises. The module will emphasize lean principles and analytics to enable the student to understand the process of building, testing and iterating to achieve product-market fit. The identification and design of business models and revenue models appropriate to technology enterprises will also form part of the module.

Programmes

stage/semester/status		
TECH-0047	BSc (Hons) in Software Systems Development (WD_KDEVP_B)	3 / 6 / E
TECH-0047	BSc in Software Systems Development (WD_KCOMC_D)	3 / 6 / E

Indicative Content

- Lean start-up principles
- Lean analytics and metrics
- Minimal viable product(MVP) design and testing
- Defining and developing value propositions
- Business model design
- Revenue model design
- Pitching to investors and customers

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Describe the principles and practices of lean start-up.
2. Demonstrate the technology start-up process using lean principles.
3. Design business models and revenue models appropriate to different technology enterprises and their contexts.
4. Develop lean analytics and metrics to support decision making in the technology enterprise.
5. Demonstrate the process and usage of minimal viable product (MVP) design.
6. Articulate their technology enterprise concept in a business context.

Learning and Teaching Methods

- Lectures will be used to introduce the principles and provenance of lean start-up.
- Video presentations, group work, role play and in class discussions will be used to illustrate examples of lean start-up practices.
- Students are expected to familiarise themselves with web sites, fora and blogs associated with technology entrepreneurship and lean start-up.
- Students are expected to undertake independent reading.
- Video presentations and pitches will be used to demonstrate examples and best practice of articulating the value proposition and technology start-up concept.
- Individual or group-based technology start-up assignment. Continuous assessment will also incorporate an oral presentation, pitch or exhibition to an internal and/or external audience.

Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	36	
Independent Learning	99	

Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Assignment	80%	1,2,3,4,5
Presentation	20%	6

Assessment Criteria

- <40%: Unable to interpret and describe key concepts relating to entrepreneurship. The student cannot explain basic concepts.
- 40%–49%: Be able to interpret and describe key concepts of entrepreneurship. The student gives basic but accurate explanations of tools and models but they are not supported with examples or case.
- 50%–59%: Ability to discuss key concepts of technology entrepreneurship and ability to discover and integrate related knowledge in other knowledge domains. The student gives accurate explanations of concepts with brief outlines of examples and cases.
- 60%–69%: Be able to solve problems within the technology entrepreneurship domain by using appropriate models and tools to aid analysis and decision making. The student explains concepts relating to technology entrepreneurship and links them to practice.
- 70%–100%: All the above to an excellent level. Be able to analyse, design and make decisions to a high standard for a range of both complex and unforeseen problems.

Essential Material(s)

- Ries, E. *The Lean Start-up*. UK: Penguin, 2011.

Supplementary Material(s)

- Croll, A. and B. Yoskovitz. *Lean Analytics: Use data to build a better start-up faster*. USA: O'Reilly Media Inc., 2013.
- Osterwalder, A. and Y. Pigneur. *Business Model Generation*. New Jersey. USA: John Wiley and Sons Inc., 2010.
- Scarborough, N. and J. Cornwall. *Essentials of Entrepreneurship and Small Business Management*. 8th ed.. USA: Pearson, 2015.

Requested Resources

- Equipment: Blackboard