

2024 / 25

School of Science and Computing

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🌐 [www.wit.ie/schools/science\\_computing](http://www.wit.ie/schools/science_computing)



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TU**

Ollscoil  
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South East  
Technological  
University

## Module Descriptor

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### Start-up Lab (Computing and Mathematics)

# Start-up Lab (A04867)

**Short Title:** Start-up Lab  
**Department:** Management and Organisation  
**Credits:** 20  
**Level:** Intermediate

## Description of Module / Aims

The Start-up Lab module is designed to equip students with the entrepreneurial skills to formulate, establish and manage an enterprise of social, cultural or economic value. The module provides a real-world opportunity for students to set up and run a commercial, social/community, or not-for-profit enterprise for the duration of the semester. The module focuses on experiential learning by enabling students put into practice the underlying theories of entrepreneurship and venture creation.

## Programmes

stage/semester/status		
BUSI-0304	BSc (Hons) in Applied Computing (WD_KACCM_B)	3 / 6 / E
BUSI-0304	BSc (Hons) in Computer Science (WD_KCMSC_B)	3 / 6 / E
	Bachelor of Business (Hons) (WD_BBUSI_B)	3 / 6 / E

## Indicative Content

- Creativity, Ideation, Opportunity Recognition
- Business Model Generation
- Project Management
- Customer Validation
- Sales, Marketing, P.R.
- Financial Management
- Public Relations
- Social Media

## Learning Outcomes

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

1. Apply the knowledge, skills, attitudes and behaviours necessary to bring new venture ideas into action.
2. Formulate a viable business model for their new venture.
3. Appraise complimentary skills required to set up and run a business.
4. Develop a presentation to articulate the business' business model.
5. Analyse a target market for the new ventures' product/service offering.

## Learning and Teaching Methods

- Tutorials
- Workshops
- Site Visits
- Mentoring
- Open Forum and Discussion
- Relevant ICT Material

## Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	12	
Tutorial	12	
Independent Learning	516	

## Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Project	100%	1,2,3,4,5

## Assessment Criteria

Assessment will be on a Pass/Fail basis

## Essential Material(s)

- Osterwalder, A. and A. Pigneur. *Business Model Generation*. CA, USA: John Wiley & Sons, 2010.

## Supplementary Material(s)

- "Enterprise Ireland." [www.enterprise-ireland.com](http://www.enterprise-ireland.com)
- "Local Enterprise Office, Waterford." <https://www.localenterprise.ie/Waterford/>
- Cohen, S. "Five tips for young entrepreneurs." *Accountancy*. (2015): 60-61.
- Kelley, T. and D. Kelley. *Creative Confidence*. . London, UK: Harper Collins Publishers., 2013.
- Kushell, J. and S. Kaufman. *Secrets of the Young and Successful*. USA: Fireside, 2007.
- Norman, D . *The Design of Everyday Things*. . New York: Basic Books, 2013.

## Requested Resources

- Equipment: Blackboard
- Lecture Room: Loose Seated