

H9INN2: Innovation II

Module Code:	H9INN2
Long Title	Innovation II SUPERSEDED
Title	Innovation II
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Victor Del Rosal
Module Author:	Jenette Carson
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Build and test a proof of concept that establishes that a significant customer problem is addressed, that the solution is technically feasible, and that the business model is financially viable.
LO2	Differentiate how innovation is commercialised in different contexts such as B2B, B2C, B2G, business to non-government organisations, and through relevant marketing channels including the selection of potential key partners.
LO3	Employ the mechanisms for raising capital, including pitch preparation and delivery, with approaches suitable for potential investors and agencies in Ireland.
LO4	Critically examine the potential impact of addressing significant societal challenges, including the role of the innovator in corporate social responsibility.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Business model Unique Value Proposition. Customer desirability. Technical feasibility. Financial viability			
Testing the Minimum Viable Product MVP test avenues. MVP customer/user analysis .			
Channels Product/market fit. Growth strategies. Channel cost-efficiency			
Crafting the Value Message LIFT model (value proposition, urgency, relevancy, clarity) analysis			
Key partners Key partnership. Industry examples. Value chain integration			
Revenue models Value- vs. cost-driven models. Profit margin. Service bundling.			
Revenue streams and pricingCost structure Types of revenue streams. Transaction vs. recurring sales. Value-based pricing approach. Flat-rate, usage-based, tiered pricing. Fixed vs. variable costs. Direct and indirect operating costs			
Key metrics Pirate metrics. KPI dashboards. UVP-Key metrics coherence . Aligning key metrics with desired internal/external behaviour			
Raising venture capital Angel investment criteria. Venture capital investment expectations			
Pitching Pitch goal/audience. Understanding investor needs. Nonverbal communication. Elements of the presentation. The slide deck presentation			
Corporate Social Responsibility Societal challenges. Bottom of the pyramid startups. Global CSR trends. Multi-stakeholder expectations			
Final Presentations Dragon Dens type format			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Formative Assessment	% of total:	Non-Marked
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	Yes		
Assessment Description: Formative assessment will be provided on the in-class individual or group activities. Feedback will be provided in written or oral format, or on-line through Moodle. In addition, in class discussions will be undertaken as part of the practical approach to learning.			
Assessment Type:	Formative Assessment	% of total:	Non-Marked
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	Yes		
Assessment Description: Business model and MVP assessment. Building on the outputs of Innovation I the student will submit a proposal for their final presentation. This will include the proposed business model to follow (B2C, B2B, B2G, etc.) and key sections such as the customer segment, problem, solution, and Unique Value Proposition.			
Assessment Type:	Continuous Assessment	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Final Investor Presentation. This is an expanded and annotated version of the slide deck presentation (to be also presented in slide deck presentation). It must address all 9 sections of the lean canvas as well as other key elements of the business model. Key criteria for marking include urgency of customer needs, technical feasibility and financial viability. The CA is marked with the innovation marking rubric. Harvard referencing must be followed.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description If a pass grade is not achieved, learners must undertake a continuous assessment that assesses all learning outcomes. (This may be a submission of the Final Investor Slide deck (expanded and annotated version of the slide deck presentation), addressing all 9 sections of the lean canvas as well as other key elements of the business model.)			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom & Demonstrations (hours)	24	Every Week	24.00
Tutorial	Other hours (Practical/Tutorial)	24	Every Week	24.00
Independent Learning	Independent learning (hours)	77	Every Week	77.00
Total Weekly Contact Hours				48.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Ash Maurya. (2012), Running Lean, "O'Reilly Media, Inc.", p.207, [ISBN: 1449305172].</p> <p>Victor Del Rosal. (2015), Disruption, CreateSpace, p.184, [ISBN: 1514173948].</p> <p>Michael Lewrick, Patrick Link, Larry Leifer. (2018), The Design Thinking Playbook, John Wiley & Sons, p.352, [ISBN: 9781119467472].</p> <p>Peter Thiel, Blake Masters. (2015), Zero to One, Virgin Books, p.210, [ISBN: 0753555204].</p>	
<i>Supplementary Book Resources</i>	
<p>Clayton M. Christensen. (2011), The Innovator's Dilemma, HarperBusiness, p.336, [ISBN: 0062060244].</p> <p>Adam M. Grant, Sheryl Sandberg. (2016), Originals, Viking, p.322, [ISBN: 0525429565].</p> <p>Andrew Romans. (2013), THE ENTREPRENEURIAL BIBLE TO VENTURE CAPITAL: Inside Secrets from the Leaders in the Startup Game, McGraw Hill Professional, p.256, [ISBN: 0071830359].</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], World Economic Forum: Outlook on the Global Agenda, https://www.weforum.org/agenda/global/</p> <p>[Website], McKinsey Global Institute Technology and Innovation Research, https://www.mckinsey.com/mgi/our-research/technology-and-innovation</p> <p>[Website], Gartner Hype Cycle 2019, https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2019/</p> <p>[Website], Gartner's Top 10 Strategic Technology Trends, http://www.gartner.com/technology/research/top-10-technology-trends/</p> <p>[Website], MIT Tech Innovation Resources, https://innovation.mit.edu/resources/?who=graduate&what=hackathonideation-sessions-graduate,prize-competitions-graduate,skills-workshops-graduate,acceleratorincubator-graduate</p>	
Discussion Note:	