

## H9INN1: Innovation I

Module Code:	H9INN1
Long Title	Innovation I <b>SUPERSEDED</b>
Title	Innovation I
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	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
#	<b>Learning Outcome Description</b>
LO1	Recognise the mindset and the skillset of the innovator, such as empathy, creativity, critical thinking and user-centric approach, needed to create an innovative and feasible project in the context of accelerated socio-economic change and emerging technologies.
LO2	Demonstrate the ability to identify business opportunities and assess their attractiveness using commonly accepted innovation methodologies such as the lean canvas and the business model canvas.
LO3	Distinguish sources of significant competitive advantage including proprietary knowledge and algorithms to create innovative solutions with a focus on the value added to customer segments.
LO4	Design and validate the conceptual business model that addresses a relevant gap in the market, using commonly accepted approaches such as the lean canvas and the business model canvas.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
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<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
<b>Indicative Content</b>			
<b>Defining InnovationInnovator mindset and skillset; introduction to Innovation Methodologies</b> Empathy. User-centric design. 4 C's and 21st Century skills. Contrast and comparison of the lean canvas and the business model canvas			
<b>The Lean canvas and Emerging technologiesTypes of Innovation</b> Lean canvas (9 sections). Emerging technologies. Social and economic change and opportunities			
<b>Customer Segmentation</b> Ethnographic research. User-centric analysis . Customer persona. Customer/user journey. Price sensitivity analysis. Ethical Considerations of Customer Segmentation			
<b>Problem definition</b> Root cause analysis. Customer/problem fit. Urgency of pain points. Industry and trend analysis			
<b>Creative Idea Generation</b> Idea generation tool. Problem/emerging technology matrix. VC investment trends and priorities. Industry forecast analysis			
<b>Unique Value Proposition</b> Features vs. benefits comparison. Benefit vs. technology matrix			
<b>Early adopters value mapping</b> Early adopter value matrix. Priority customer/user map. Early adopter vs. early majority feature and benefit analysis			
<b>Solution</b> Feature design. Feature prioritisation . Emerging technology landscape. Solution benchmarking			
<b>Business Model</b> Business Model Archetypes. Assessing financial viability and attractiveness. Competitor benchmarking			
<b>Minimum Viable Product</b> Types of MVPs. Key validation goals . MVP hypothesis design			
<b>Unfair AdvantageOrganisational innovation readiness</b> Sources of competitive advantage. Intellectual Property. Organising for innovation			
<b>Final Presentations</b> Dragon Dens type format			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			100.00%
Assessments			
Full Time			
<b>Coursework</b>			
<b>Assessment Type:</b>	Formative Assessment	<b>% of total:</b>	Non-Marked
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4
<b>Non-Marked:</b>	Yes		
<b>Assessment Description:</b> 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.			
<b>Assessment Type:</b>	Formative Assessment	<b>% of total:</b>	Non-Marked
<b>Assessment Date:</b>	Week 4	<b>Outcome addressed:</b>	1,2,3,4
<b>Non-Marked:</b>	Yes		
<b>Assessment Description:</b> Problem Definition and Customer Segmentation exercise. Goal: identify an attractive customer segment-problem combination to address. Following the lean canvas and market segmentation methodologies this submission will concentrate on identifying a highly focused (hyper-focused) customer segment and a highly urgent problem to solve for.			
<b>Assessment Type:</b>	Continuous Assessment	<b>% of total:</b>	100
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Minimum Viable Product (MVP) presentation. This is an expanded and annotated version of the final (Dragons' Den) slide deck presentation. It must address the first 5 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. Financial viability is not assessed at this stage. The CA is marked with the corresponding sections of the innovation marking rubric. Harvard referencing must be followed.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
<b>Reassessment Description</b> If a pass grade is not achieved, learners must undertake a continuous assessment that assesses all learning outcomes. (This may be the submission of the Minimum Viable Product (MVP) slide deck. This is an expanded and annotated version of the slide deck presentation, addressing the first 5 sections of the lean canvas). A live pitch will not be necessary, only a report submission will be required.			

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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>Peter Thiel,Blake Masters. (2015), Zero to One, Virgin Books, p.210, [ISBN: 0753555204].</p> <p>Michael Lewrick,Patrick Link,Larry Leifer. (2018), The Design Thinking Playbook, John Wiley &amp; Sons, p.352, [ISBN: 9781119467472].</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,  <a href="https://www.weforum.org/agenda/global/">https://www.weforum.org/agenda/global/</a></p> <p>[Website], McKinsey Global Institute Technology and Innovation Research,  <a href="https://www.mckinsey.com/mgi/our-research/technology-and-innovation">https://www.mckinsey.com/mgi/our-research/technology-and-innovation</a></p> <p>[Website], Gartner Hype Cycle 2019,  <a href="https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2019/">https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2019/</a></p> <p>[Website], Gartner's Top 10 Strategic Technology Trends,  <a href="http://www.gartner.com/technology/research/top-10-technology-trends/">http://www.gartner.com/technology/research/top-10-technology-trends/</a></p> <p>[Website], MIT Tech Innovation Resources,  <a href="https://innovation.mit.edu/resources/?who=graduate&amp;what=acceleratorincubator-graduate,courses-graduate,hackathonidea-tion-sessions-graduate,student-club-graduate">https://innovation.mit.edu/resources/?who=graduate&amp;what=acceleratorincubator-graduate,courses-graduate,hackathonidea-tion-sessions-graduate,student-club-graduate</a></p>	
Discussion Note:	