# H9INN1: Innovation I

Module Code:		H9INN1					
Long Title		Innovation I SUPERSEDED					
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							
Learning Outco	mes						
On successful co	mpletion of this modu	le the learn	ner will be able to:				
#	Learning Outcome	e Description					
LO1	Recognise the minds and feasible project i	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 lear 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.						
Dependencies							
Module Recommendations							
67498		H9INN1		Innovation I			
Co-requisite Modules							
No Co-requisite modules listed							
Entry requirements							

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Module Content & Assessment							
Indicative Content							
Defining InnovationInnovator mindset and skillset; introduction to Innovation Methodologies Empathy. User-centric design. 4 C's and 21st Century skills. Contrast and comparison of the lean canvas and the business model canvas							
The Lean canvas and Emerging technologiesTypes of Innovation Lean canvas (9 sections). Emerging technologies. Social and economic change and opportunities							
Customer Segmentation Ethnographic research. User-centric analysis . Customer persona. Customer/user journey. Price sensitivity analysis. Ethical Considerations of Customer Segmentation							
Problem definition Root cause analysis. Customer/problem fit. Urgency of pain points. Industry and trend analysis							
Creative Idea Generation Idea generation tool. Problem/emerging technology matrix. VC investment trends and priorities. Industry forecast analysis							
Unique Value Proposition Features vs. benefits comparison. Benefit	vs. technology matrix						
Early adopters value mapping Early adopter value matrix. Priority custom	er/user map. Early adopter vs. early	majority feature and benefit analysis					
Solution Feature design. Feature prioritisation . Eme	erging technology landscape. Solution	on benchmarking					
Business Model Business Model Archetypes. Assessing fin	ancial viability and attractiveness. C	competitor benchmarking					
Minimum Viable Product Types of MVPs. Key validation goals . MVF	<sup>D</sup> hypothesis design						
Unfair AdvantageOrganisational innova Sources of competitive advantage. Intellec	<b>tion readiness</b> tual Property. Organising for innova	tion					
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:	Week 4	Outcome addressed:	1,2,3,4				
Non-Marked:	Yes						
Assessment Description: 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.							
Assessment Type:	Continuous Assessment	% of total:	100				
Assessment Date:	n/a	Outcome addressed:	1,2,3,4				
Non-Marked:	No						
Assessment Description: 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

Coursework Only This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

Reassessment Description 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								

Module Resources						
Recommended Book Resources						
Ash Maurya. (2012), Running Lean, "O'Reilly Media, Inc.", p.207, [ISBN: 1449305172].						
Victor Del Rosal. (2015), Disruption, CreateSpace, p.184, [ISBN: 1514173948].						
Peter Thiel,Blake Masters. (2015), Zero to One, Virgin Books, p.210, [ISBN: 0753555204].						
Michael Lewrick, Patrick Link, Larry Leifer. (2018), The Design Thinking Playbook, John Wiley & Sons, p.352, [ISBN: 9781119467472].						
Supplementary Book Resources						
Clayton M. Christensen. (2011), The Innovator's Dilemma, HarperBusiness, p.336, [ISBN: 0062060244].						
Adam M. Grant,Sheryl Sandberg. (2016), Originals, Viking, p.322, [ISBN: 0525429565].						
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].						
This module does not have any article/paper resources						
Other Resources						
[Website], World Economic Forum: Outlook on the Global Agenda, https://www.weforum.org/agenda/global/						
[Website], McKinsey Global Institute Technology and Innovation Research, https://www.mckinsey.com/mgi/our-researc h/technology-and-innovation						
[Website], Gartner Hype Cycle 2019, https://www.gartner.com/smarterwithgartn er/gartner-top-10-strategic-technology-t rends-for-2019/						
[Website], Gartner's Top 10 Strategic Technology Trends, http://www.gartner.com/technology/resear ch/top-10-technology-trends/						
[Website], MIT Tech Innovation Resources, https://innovation.mit.edu/resources/?wh o=graduate&what=acceleratorincubator -graduate,courses-graduate,hackathonidea tion-sessions- graduate,student-club-grad uate						
Discussion Note:						