

PART-TIME  
Level 9  
BLENDED



# Postgraduate Certificate in Entrepreneurship and Business Modelling

## Who is this programme designed for?

Entrepreneurship and Business Modelling introduces learners to a mix of approaches and techniques that promote and develop innovation and entrepreneurial practices in organisations. The aim is to introduce the learner to the dynamics and challenges of the principles of forming and running an enterprise.

This module will also consider idea generation to develop the skill sets needed to bring ideas to commercialisation. Topics include identification of viable market opportunities, new venture financing, market analysis, the dynamics of investor relations and designing appropriate business models for growth.



## Indicative Content

- Introduction to Commercialisation of Research & Hi-Tech Enterprise Dev: National strategy, hi-tech ecosystems, IP market place, Irish funding agencies, commercialisation office.
- Ideation and Entrepreneurial innovation: Develop and deliver ideation through transforming ideas into realistic opportunities, develop a customer journey map.
- Intellectual property and Legal Contracts: Patents, copyright, trade secrets, etc.
- The role of the innovator in the Technology Transfer Process
- Licensing contracts, MTA's and NDA's, dissection of legal contracts.
- Hitech spin-offs / Commercialisation & New Venture Capital: How to start a company, how to raise money and quantifying risk.
- Lean canvas Business Model: Market validation, lean canvas business model, market analysis, market drivers, proof of concept / proof of market, product development, channels to market and route to market.



## On successful completion of this module the learner should be able to:

- Demonstrate a working understanding of the broad legal and intellectual property issues involved in starting a business.
- Develop strategies for modelling and implementing successful techniques of business development.
- Critically analyse case studies of entrepreneurial new ventures.
- Develop strategies for lean canvas business modelling.
- Formulate a business plan for an entrepreneurial new venture and present and defend the recommendations of the business plan demonstrating presentation and negotiation skills.

### Blended learning

The blended format of the Level 9 Postgraduate Certificate in Entrepreneurship and Business Modelling will include some in-person on-campus days. Please contact [insurance.cw@setu.ie](mailto:insurance.cw@setu.ie) for date information.

### Progression

Graduates of the certificate can progress to the Master of Business in Executive Leadership\* (\* There may be some fee liability for enrolment on the Masters - please contact CIRDAS for further details)

### How to apply?

Apply now by contacting CIRDAS at [insurance.cw@setu.ie](mailto:insurance.cw@setu.ie) or call 059 917 5267.

### Fees

FREE Course is fully funded by CIRDAS

### Further information

[setu.ie](http://setu.ie)  
[lll.cw@setu.ie](mailto:lll.cw@setu.ie)  
059 917 5280

### Entry Requirements

Level 8 degree with a minimum of Second Class Honours, Grade 2 in a related discipline or equivalent.

SETU Carlow Campus operates a Recognition of Prior Experiential Learning (RPL) scheme whereby applicants may be considered, based on relevant work and other experience, for exemptions from programme modules and advanced entry.

All applicants will be considered on a case-by-case basis. The Faculty of Lifelong Learning and CIRDAS reserve the right to require applicants to attend for an interview to determine their suitability for the programme.

[www.insurancesetucarlow.ie](http://www.insurancesetucarlow.ie)  
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