Business Innovation – CS7011

The objectives of this module are to: understand the entrepreneur; understand innovation; appreciate the skills required to set up and manage a business; and know how to write and present a business plan.

The methods employed are a mixture of teaching, class discussions on topical subjects, lessons learned and practical brainstorming.

When students have successfully completed this module they should:
- Be aware of the main factors involved in starting a business
- Understand some of the various models used to grow businesses
- Understand the funding model, including the need for funds, and the mechanisms for raising funds
- Know how to write a successful business plan