

Module Specification

Module Summary Information

1	Module Title	Graduate Entrepreneurship
2	Module Credits	20
3	Module Level	6
4	Module Code	JEW6208

5	Module Overview
<p>This module of work utilises your portfolio of products to showcase your skills, building on your Personal Development Plan and your future career aspirations. It runs concurrently with your final major project, using the new product range you are developing to promote your skills to the industry.</p> <p>Career talks from industry practitioners ranging from successful local business owners, entrepreneurs, global company executives and award winning graduates will empower you and contextualise the focus for your career upon graduation. External practitioners will enhance the programme demonstrating professional requirements for industry.</p> <p>You will utilise 3D CAD software to digitally render your portfolio of new products to professional, commercial requirements. You will demonstrate the range of potential for products through the use of 2D and 3D digital software tools.</p> <p>You will understand the benefits of social media and the power of the internet for promotional purposes and use this knowledge to create an appropriate tool for self-promotion upon graduation. The focus for this digital promotional tool will be driven by your career intentions.</p> <p>The module will conclude with a presentation to an external industry panel who will gain an understanding of where you wish to focus your career/business in the industry and who may facilitate mentoring / support where appropriate in their professional remit.</p> <p>On completion of the module;</p> <ul style="list-style-type: none"> You will have created a professional online presence for self-promotion You will have explored a variety of career options available to you upon graduation You will articulate your career intentions to an external panel for critique and mentoring opportunities. You will have appropriate professional material with which to promote yourself / your skills. 	

6	Indicative Content
<p>Week 19 – 28 Entrepreneurial practical workshops</p> <p>Week 19 – 28 Digital CAD presentation techniques</p> <p>Week 19 – 28 Blogging / social media and website creation</p>	

Week 19 – 28 Industry talks

Week 32 – 36 Presentation techniques / display / packaging / panel pitch

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	To create a professional online presence for self-promotion.
	2	To professionally demonstrate your skills to an external audience.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		33
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		33
Private Study (PS) includes preparation for exams		134
Total Study Hours:		200