

Entrepreneurship and Innovation in the Age of Digital Transformation Bootcamp



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Programme Title: Entrepreneurship and Innovation in the Age of Digital Transformation

The aim of the programme is to provide students with an understanding of the key drivers of digital transformation and educate them in entrepreneurial thinking and behaviour methods to generate sources of innovation and competitive advantage in a digital context. The programme will explore the behaviours of entrepreneurial and innovative leaders describing how they identified viable business opportunities to take advantage of market and industry change driven by digital transformation.

More specifically, the programme offers insights into ideation, design thinking, agile innovation, and business model innovation as sources of opportunity identification and problem solving.

In preparing for the changing workplace the programme will provide students with insights into a range of alternative career development paths to extend beyond the university to include apprenticeships, PLCs and entry level training programmes emphasising the notion of life- long learning as opposed to 'getting a degree'.

The skills acquired through completing the Boot camp are transversal and will provide students with enhanced interpersonal skills and ability to question and solve problems in a more confident manner. The range of entrepreneurial skills will enable students to think more creativity and confidently about their next career choice post leaving certificate.

Key subject themes covered in the programme:

- 1. Digital Transformation and Disruption** - understand the meaning of digital transformation and disruption, drivers for digital transformation. Evaluate how digital will transform industry sectors to include organisations, customers, suppliers and employee and describe how firms (start-ups and established) are responding successfully.
- 2. Entrepreneurial thinking and Innovation for digital disruption** - knowledge of the best practices in design thinking and will emphasise that design thinking is not only about processes and tools, but a mind-set set, and way of thinking, questioning and asking the 'what if' question when approaching idea generation and problem solving.
- 3. Validating opportunities 'being transformational' for digital transformation** - the Business Model Canvas and the Validation Board, User Centred Design Approaches are some of the techniques used by students validate ideas and ascertain feedback to their prototypes or minimum viable product/services (MVP).
- 4. Digital Transformation and Implications for managers and employees** – a capstone topic which evaluates the latest trends in digital transformation on people, processes and systems in an organisation of any size. It will also review how digital transformation will impact how employees will engage or resist technology.

Learning Outcomes

Students will acquire and practice a set of entrepreneurial and innovative practices and tools to embrace the opportunities and challenges of a digitally transformed workplace to include the following:

- Understanding of what is meant by digital transformation, its characteristics and drivers.
- Comprehension of how digital transformation will impact how organisations of all sizes, customers, suppliers and employees behave and implications for future careers.
- Take home of an 'Entrepreneurial and Innovation and Digitalisation Toolbox' of tips and tools which can be used to create and validate ideas in a digitally transformed marketplace
- Insight into the mind set and working practices of successful entrepreneurs, innovators and creative thinkers and how they are agile, flexible and open to constant change.
- Development and brainstorming and prototyping skills to spur ideas and creativity.
- Skills in team building (face-to-face and virtual), working in cross-disciplinary teams, people management and conflict management.
- Develop skills of pitching and its application beyond pitching for funding to pitching in context of selling, going for an interview or getting your point across.
- How to connect with a network of entrepreneurs, who have started, managed and sold businesses.

Programme Delivery and learning environment:

The curriculum consists of contemporary internationally accredited experiential entrepreneurial learning tools such as design thinking, agile cognitive thinking role playing scenarios, the validation board, and the business model canvas.

The programme will be delivered in a highly engaging and creative way through workshops, role playing, company visits, and guest speakers from entrepreneurs, managers and industry experts on future needs of the workplace who will develop transferable skills such as digital language, communication, agile thinking, creative, learning from failure, people and project management and design thinking. Students will also engage with students on the Masters in International Entrepreneurship Management and the MSc in Digital Business, UL Student Entrepreneurship Society and Enactus Social Enterprise Society.

Nexus and the KBS will source from their many external contacts guest speakers and mentors from financial institutions, technology transfer supports, venture capitalists and entrepreneurs who can outline their experience of creativity and innovation from an early stage perspective.

The Kemmy Business School and Nexus Innovation Centre

The Kemmy Business School (KBS), University of Limerick is one of Ireland's leading business schools awarded Best Business School at the InBusiness Recognition Awards 2017 for the 2nd year in a row. The KBS, is academic home to over 3,000 students and over 100 enthusiastic faculty and staff and offers a wide range of business and management education programmes, both on campus and at external locations throughout Ireland. [Website: www.ul.ie/business/kbs](http://www.ul.ie/business/kbs).

Nexus Innovation Centre provide an important transitioning location for emerging entrepreneurs (graduate and non-graduates) to spend time validating and testing their business ideas and provide the opportunity to network in a community of likeminded entrepreneurs. With entrepreneurial thinking to the fore, the Centre reaches out to start-ups and scaling companies, to the region, to external collaborators and influencers, accentuating a supportive environment to start and grow a business.