

WHEN DO THE COURSES START?

LEINSTER	11th February 2014	Tues/Wed
CONNAUGHT	3rd April 2014	Thurs/Fri
MUNSTER	20th May 2014	Tues/Wed
ULSTER	22nd May 2014	Thurs/Fri

AM I ELIGIBLE & HOW DO I APPLY?

Students require a leaving certificate or 5 years relevant experience.

Applications are through the Springboard website www.springboardcourses.ie

Applicants who have satisfied UCD and Springboard eligibility criteria will be contacted as soon as possible with an offer or an invitation to an interview. Unsuccessful applicants will be notified before the start date of the course.

FIND OUT MORE...

Email: josephine.mcdonnell@ucd.ie
Telephone: 01-7162049

Innovation Academy, UCD, Newman House,
St. Stephen's Green, Dublin 2

www.innovators.ie

Think. Create. Innovate.

ON COMPLETION PARTICIPANTS SHOULD...

- Be more creative in their thinking with the ability to recognise opportunities within a rural context
- Be aware of the importance of team dynamics and the importance of networks and resources to venture creation
- Have the ability to deliver a pitch in a succinct and clear manner
- Have an understanding of the entrepreneurial process and business model development tools and market validation techniques
- Have the energy and resourcefulness to develop ideas and to utilise team dynamics to their advantage
- Have an excitement for, and an appreciation of, innovation and entrepreneurship

"A challenging course that takes a non-traditional approach to education. The learning by doing philosophy can change people's mindsets in a lasting way. A fun, multi-disciplinary, dynamic team environment! The more you put into this course, the more you will get back from it. Highly recommended."

Dave Gaffney
January 2013 Class



UNIVERSITY CERTIFICATE IN RURAL ENTREPRENEURSHIP



www.innovators.ie

UNIVERSITY CERTIFICATE IN RURAL ENTREPRENEURSHIP

Innovation Academy, University College Dublin, is currently offering an exciting University Certificate in Rural Entrepreneurship in conjunction with Springboard 2014. Based nationwide, this course is an excellent opportunity to achieve a UCD qualification while learning the skills and expertise required to create new entrepreneurial ventures.

WHY DO THIS COURSE?



With the nationwide emphasis placed on job creation, and with sparse rural job opportunities on offer, this programme is focused on encouraging students to seriously consider entrepreneurship as a viable alternative to employment. It is a free course through Springboard and our unique approach to teaching provides a “learn-by-doing” atmosphere with no requirement to sit exams.

WHAT WILL I GET OUT OF THE COURSE?

There is a strong emphasis on the development of entrepreneurship ventures. You do not need a business idea to attend the course, you only require a willingness to innovate and learn. We also act as a start-up platform for students who have identified business ideas that they wish to pursue; introducing students to experts and mentors, as well as potential sources of funding. Students receive practical skills training from a broad range of industry leaders and entrepreneurs in a non-traditional learning environment. The latest methods and tools in start-up development and venture creation are taught to bring students to the brink of a venture launch.



COURSE CHAMPIONS

This course is championed by:

- Pat McDonagh, Managing Director Supermacs
- Brian McEniff, Director McEniff Hotels
- Pat McDonagh, Founder of Riverdeep
- Frank Murphy, CEO Monex

KEY PROGRAMME DETAILS?

Award:	University Certificate
NFQ:	Level 7
Delivery Method:	Classroom, 9am-5pm
Cost:	Courses are free for eligible learners
Duration:	18 weeks, 2 days per week
Available:	Part-Time
ECTs Credits:	30
Department:	Innovation Academy, UCD

MODULE 1: Introduction to Rural Innovation

The aim of this module is to help students access their innate ability for independent creative thinking and innovation. It will introduce the concept of idea generation and opportunity recognition in a rural enterprise context.

MODULE 2: Rural Entrepreneurship

The aim of this module is to create an entrepreneurial mindset among students. Students will be introduced to the entrepreneurial process by identifying the potential value of their ideas and transforming them into sustainable ventures.

MODULE 3: Application - Rural Enterprise

The aim of this module is to provide an environment where students can apply their learning from previous modules to their own personal projects. Structure within the module will allow for their own personal brand development or planning processes for a new rural venture.