

RUN-EU RESEARCH CHALLENGE SAP ENTREPRENEURIAL THINKING IN A GLOBAL CONTEXT

23-27.OCTOBER.2023

SAP OVERVIEW

This is an introductory course on the principles of entrepreneurship and entrepreneurial thinking where students explore the range of skills and the knowledge required to become successful entrepreneurs or intrapreneurs in a global business environment. Course content focuses on the development of simple business ideas, understanding fundamental business types, and examples of practical business planning. Activities are designed to introduce concepts such as idea generation, feasibility analysis, competition analysis, branding, and promotion, alongside an overview of financial forecasting and tracking. In addition, topics related to cross-cultural communication and multicultural teamwork are highlighted as crucial skills for a global entrepreneurial mindset.

LEARNING OUTCOMES

At the end of this RUN-EU SAP, you will be able to:

- Describe the nature of entrepreneurship in its different forms
- Compare and contrast different views of entrepreneurship across differing cultures
- Explore a variety of idea generation and evaluation techniques and tools
- Have an insight into the business start up process and new product development stages
- Understand the role of creativity and the entrepreneurial mindset
- Identify the advantages and challenges of the multi-cultural team
- Identify the impact of cultural patterns on intercultural communication
- Appreciate diverse notions of time, leadership, motivation and decision-making

+INFO: www.run-eu.eu

Organised by: Technological University of the Shannon
Polytechnic Institute of Cávado and Ave

DATE From **23 to 27 October 2023**

Face-to-Face Week: Technological University of the Shannon

MODE OF DELIVERY In Person

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 1

ACADEMIC RECOGNITION

To be defined by each Higher Education Institution

ELIGIBLE PARTICIPANTS

All RUN-EU students

HOW TO APPLY

Fill in the application form ([QR](#) or [website](#))



DEADLINE FOR APPLICATIONS

10 October 2023

CONTACT DETAILS

runeu@tus.ie

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SELECTION CRITERIA

Maximum Number of Students to be selected: 14

LEARNING AND TEACHING STRATEGY

Active in-class learning
Multi-cultural and multi-discipline team participation,
Collaborative groupwork
Case-based learning
Practitioner presentations
Participant presentations

COURSES LEADERS | LECTURERS

Courses Leaders

James Griffin (TUS)
Polytechnic Institute of Cávado and Ave (IPCA)

Lecturers

Marion Carroll (TUS)
Derek McInerney (TUS)
Sharon Lucey (TUS)

Visiting Staff from Saint Lawrence College (Canada) and
Polytechnic Institute of Cávado and Ave (IPCA)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

The selected students will receive travel grants based on the travel distance and the subsistence costs in the country the SAP is offered in.

Travel

Technological University of the Shannon: €36
Austria - Ireland: €270
Finland - Ireland: €380
Hungary - Ireland: €330
Portugal - Ireland: €270
The Netherlands - Ireland: €260

Subsistence

The subsistence grant for Ireland is €900 with the exception of students currently enrolled in TUS

MEANS AND CRITERIA FOR ASSESSMENT

Participation review = 20%
Final presentation = 40%
Self-reflection = 40%

CERTIFICATION

The participants who successfully complete this RUN-EU SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

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PROGRAMME AT A GLANCE

WEEK 1 ▪ 23-27.OCTOBER.2023 ▪ FACE-TO-FACE WEEK ▪ LIMERICK

	GMT+2	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00	
	GMT+1	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	
	LOCAL TIME	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	
MONDAY 23/10				ARRIVAL	WELCOME	LUNCH BREAK	LECTURE						
TUESDAY 24/10			ICEBREAKER		TOUR	LUNCH BREAK	DIRECTED LEARNING						
WEDNESDAY 25/10			ACTIVE CONSULTANCY		GUEST SPEAKER	LUNCH BREAK	DIRECTED LEARNING						
THURSDAY 26/10			WORKSHOP		GUEST SPEAKER	LUNCH BREAK	DIRECTED LEARNING						
FRIDAY 27/10			DIRECTED LEARNING			LUNCH BREAK	FAREWELL ADDRESS AND SOCIAL TIME						

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WEEK 1

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23 OCTOBER

MONDAY 11h00-17h00 - LIMERICK

GMT+2	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+1	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
LOCAL TIME	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
MONDAY 23/10				ARRIVAL	WELCOME	LUNCH BREAK	LECTURE				

Arrival

- 🕒 11h00-12h00
- 👥 Team Building
- 👤 All lecturers
- 📄 Gather at TUS Moylish Campus for refreshments

The Entrepreneurial Mindset: Driving Innovation

- 🕒 14h00-17h00
- 👤 Lecture
- 👤 Derek McInerney
- James Griffin
- Sharon Lucey

- 📄 Introductory lecture
- Active workshops and tutorials

Weclome

- 🕒 12h00-13h00
- 👥 Team Building
- 👤 Donnacha McNamara
- Derek McInerney
- James Griffin
- Sharon Lucey
- 📄 Welcome
- Presentation
- Goals for the face-to-face week

SHORT
ADVANCED
PROGRAMME

**R7
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NETWORK
EUROPEAN UNIVERSITY

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WEEK 1

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24 OCTOBER

TUESDAY 10h00-17h00 - LIMERICK

GMT+2	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+1	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
LOCAL TIME	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
TUESDAY 24/10			ICEBREAKER	TOUR	LUNCH BREAK	DIRECTED LEARNING					

Icebreaker Session

- 🕒 10h00-12h00
- 👥 Team building
- 👤 Marion Carroll

📄 Participating students meet for "getting to know your culture" social event.

Directed Learning Session #1

- 🕒 14h00-17h00
- 👥 Group Work
- 👤 Marion Carroll

📄 Students meet for initial group project work in entrepreneurial thinking and idea formation

TUS Campus Tour

- 🕒 12h00-13h00
- 👥 Team building
- 👤 Karen McAvinue

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25 OCTOBER

WEDNESDAY 10h00-17h00 · LIMERICK

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GMT+1	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
LOCAL TIME	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
WEDNESDAY 25/10			ACTIVE CONSULTANCY	GUEST SPEAKER	LUNCH BREAK	DIRECTED LEARNING					

Active Consultancy

- 🕒 10h00-12h00
- 👥 Team building
- 👤 Sharon Lucey

- 📄 Participation in entrepreneurial consultancy classes in partnership with TUS students on the BBus in Enterprise & Innovation

Directed Learning Session #2

- 🕒 14h00-17h00
- 👥 Group Work
- 👤 Marion Carroll

- 📄 Students meet for follow-up group project work involving Design Thinking, Idea Evaluation and Competitor Analysis

Guest Speaker

- 🕒 12h00-13h00
- 👤 Lecture
- 👤 Gillian Barry

- 📄 Lecture by the Head of Innovation & Enterprise, TUS. Followed by Q&A

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26 OCTOBER

THURSDAY 10h00-17h00 · LIMERICK

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GMT+1	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
LOCAL TIME	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
THURSDAY 26/10			WORKSHOP	GUEST SPEAKER	LUNCH BREAK	DIRECTED LEARNING					

Digital Marketing workshop

- 🕒 10h00-11h00
- 📄 Workshop
- 👤 Derek McInerney

📄 Participation in Digital Marketing and Business Consultancy Project Classes in partnership with TUS students on the MSc in Digital Marketing

Directed Learning Session #3

- 🕒 14h00-17h00
- 📄 Team Building
- 👤 Marion Carroll

📄 Student teams to meet up to continue work on group projects: Prepare initial pitches/presentations to SAP facilitation team

**Guest Speaker: Meet the
Entrepreneurs**

- 🕒 11h00-13h00
- 📄 Lecture
- 👤 Derek McInerney
James Griffin
Sharon Lucey
Gillian Barry

📄 Panel Discussion with real-world entrepreneurs and social innovators

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27 OCTOBER

FRIDAY 10h00-17h00 - LIMERICK

GMT+2	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00	21h00
GMT+1	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
LOCAL TIME	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
FRIDAY 27/06			DIRECTED LEARNING			LUNCH BREAK	FAREWELL ADDRESS AND SOCIAL TIME				

Directed Learning Session #4

- 🕒 10h00-13h00
- 👥 Team Building
- 👤 Marion Carroll
- Derek McInerney
- James Griffin
- Sharon Lucey

📄 Final presentations and group debriefs for assessment by SAP facilitation team.

Farewell Address and Free Social Time

- 🕒 14h00-17h00
- 👥 Team Building
- 👤 President of TUS Vincent Cunnane
- Donnacha McNamara
- James Griffin



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