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# Today's Talk

- How we embed enterprise & entrepreneurship into the curriculum
- Technology Innovation Management (TIM) module in 4<sup>th</sup> Year
- Future Work – HEA-funded Let Me Demonstrate project



# Industrial Engagement



# Industrial Engagement

- Embedded into the curriculum from Level One
- Invited guest lectures from industry leaders
- Work placements between Years 3 and 4
- Industry-led group projects in second year and in fourth year – often leading to spinout companies
- In 2006, we were the first UK University School to host a Yahoo “Hack Day” event, now integrated into a module



Ross Warren, Jane Wilson & James Bennett  
Finalists in the Yahoo! Open Hack Week in  
Bucharest, May 2011

# Success Stories

- Regular prizewinners in the University's "Enterprise Gym"
- Regular prizewinners in the ScotSoft Young Software Engineer of the Year awards
- Several spinout startups, e.g. iGiveADamn, and the Bafta Award winning mobile games development company "Dynamo Games"

# Technology Innovation Management (TIM)



TIM Class 2012/2013



# Technology Innovation Management (TIM)

- Fourth year elective module taken by approximately 30 students per year (now in its 7<sup>th</sup> year)
- Aims:
  - To provide students with an experiential learning opportunity of product management
  - To provide students with an early insight into the “real world” of industry – for example, in following formal procedures and support documentation
- Significant involvement of industry partners, both local and worldwide (e.g. Amazon, DynaVox, Google...)

# TIM - Module Content

- Students are provided with a case study project from active Scottish technology entrepreneurs
- Students interview product managers face-to-face, via phone, or via email
- Students are required to produce:
  - A marketing requirements document
  - A business case for building & launching a new app
- A panel of judges from academia & industry judge the final student presentations



# TIM Feedback

- Extremely popular with both students and industry
- Students benefit from learning more about a potential career path
- Industry experts have commented on the ability and professionalism of students

# Let Me Demonstrate

- Funded by the Higher Education Academy's Departmental Teaching Development Grant
- Examining the perceived benefits amongst students of producing and sharing their learning achievements in video format
- How can these videos develop awareness of **transferable** skills, as well as **technical** skills?

Example Video In Here

# Thank You



## 2012 Graduates