

Entrepreneurial Skills for Engineers

10 hour course



Course Introduction

Equip yourself with the skills and knowledge to become more innovative and entrepreneurial – by creatively developing ideas and designs; harnessing research and technology; developing successful business, marketing and financial strategies; leading winning teams; and managing innovation projects and driving improvements.

How can engineers be successful in knowledge-driven organisations and tackle the challenges and opportunities arising today? How can they build on their technical foundations and numerical skills by becoming more enterprising? This course will equip engineers with the skills and knowledge to creatively develop an idea from concept through to a new product or service and become entrepreneurial (or even intrapreneurial) through developing and managing a business.

Throughout the course we will explore the various tools, techniques and approaches that engineers can use as part of the entrepreneurial journey – to develop innovative ideas through to new products and businesses.

Course units

- Unit 1: Introduction
- Unit 2: Ideation and creativity
- Unit 3: Leveraging research and development
- Unit 4: Product design
- Unit 5: Entrepreneurial finance
- Unit 6: Capturing market needs
- Unit 7: Managing innovation projects
- Unit 8: Leading the team
- Unit 9: Strategic business development
- Unit 10: Driving continuous improvement into your business

Target audience

- Engineers with an interest in innovation and entrepreneurship
- Engineers looking to develop new products and services, or setting up a new business area or a new start-up company
- Engineers working in large companies as well as entrepreneurial engineers who are looking to set-up or have already set up a new company

Expert multidisciplinary e-courses for engineers at all career stages

Key learning outcomes

- To understand the process of developing an idea and using creative approaches
- To understand how research and development can be managed, as well as product design, as part of the innovation process
- To understand entrepreneurial finances, marketing and business development strategies
- To understand how to manage teams and drive continuous improvements into your business



What makes the IET Academy online courses different?

A new training resource from the IET, the Academy provides flexible e-learning using the latest techniques to enhance engagement and recall.

Each individual unit is fully interactive, with tasks to compete along the way to help embed your learning. Hosted on the renowned Cross Knowledge platform, the Academy uses proven, effective learning techniques.

Cost effective and flexible

For many engineers staying informed or changing technology to remain current in their role is paramount, however, finding the time and budget to attend external training is challenging. The IET Academy's flexible learning platform allows access to training 'anytime, anywhere' or the course content can be quickly and easily integrated into an existing learning management system.

Benefits for organisations

This course can be booked for multiple users across your organisation, ensuring that your workforce is up to date and working to the same level. The flexible access allows learners to complete modules in their own time and at their own pace, so that businesses are not impacted by external training days.

Key features

- This course provides a comprehensive and integrated view across the various areas associated with becoming more entrepreneurial
- The course provides tools and techniques along with supporting theory – but crucially it is grounded in engineering and with relevant applications discussed throughout the course
- The course team from LSBU bring a diverse set of skills and experience, spanning different disciplines, industrial sectors and commercial backgrounds – thereby enriching the course content
- The course has been designed to be aligned to the entrepreneurial journey that an engineer may wish to take – from the initial concept and idea stage, through to managing delivery of a project, product development or business

Course pre-requisites

- General knowledge associated with being an engineer
- An interest in enterprise and entrepreneurship will be useful

Other related courses

- Engineer to Manager
- Engineering Manager to Director
- Engineering Ethics
- Accounting and Finance for Engineers (coming soon)

How to purchase

- To buy a single course or set of units for your personal learning go to the Academy online store www.theiet.org/academy

- For multi-user licences for your company email academy@theiet.org

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