Invent delivers seminar series to DCUBS New Enterprise Development Students



Invent DCU and DCU Business School have recently collaborated to deliver a series of seminars to final year Bachelor of Business Studies (BBS) students taking the New Enterprise Development Module. The lectures were facilitated by Eric Clinton who lectures in Entrepreneurship in DCUBS.

The first seminar in the series was given by Cathy Winston, a Management Consultant who delivered an engaging and lively presentation called 'Fast

Tracking Success as a Start-up' in which she covered the areas of Innovation and New Product Development.

The second seminar was given by Emma O'Neill, Intellectual Property Manager for Invent/BDI who delivered a seminar on 'Intellectual Property and Commercialisation'. This is a very important area for students to consider when developing their new business ideas.

The 200 final year students are currently undertaking their final year projects and are preparing business plans relating to new products and concepts that they have developed. Eric Clinton believes that the seminar series was highly relevant to the class as it gave them an understanding of new product development and IP issues in a commercial context.

Invent DCU and DCUBS will continue collaborating and developing new initiatives to provide support for DCU undergraduates.