



CET310

Software Enterprise

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# Portfolio

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<b>MODULE CODE:</b>	CET310
<b>MODULE TITLE:</b>	Software Enterprise
<b>MODULE ASSESSOR:</b>	D Hagan
<b>ASSESSMENT:</b>	Portfolio
<b>TITLE OF ASSESSMENT:</b>	Portfolio
<b>MODERATED:</b>	(pending)

## LEARNING OUTCOMES

Upon successful completion of this module, students will have:

### Knowledge

- Critical understanding of the key concepts and systematic processes involved in software enterprise, including business creation, development, sustainability and growth.
- Understanding of the software and business context locally and internationally, able to critically evaluate and access opportunities, support and services for enterprise

### Skills

- Demonstrable ability in the creation, development, growth and sustainability of businesses including marketing, responding to trends and opportunities, finance and budgets setting (e.g. cash flow, selling, pricing) planning, strategy development, purchasing, product development, managing social media, business administration, and compliance with relevant legal and financial frameworks.
- Key personal and professional skills to extend personal influence and specific capabilities including information synthesis, risk-taking, decision-making, uncertainty, problem-solving, communication, human resource issues and leadership.

## Important Information

You are required to submit your work within the bounds of the University Infringement of Assessment Regulations (see your Programme Guide). Plagiarism, paraphrasing and downloading large amounts of information from external sources, will not be tolerated and will be dealt with severely. You should make full use of any source material, which would normally be an occasional sentence and/or paragraph (referenced) followed by your own critical analysis/evaluation. You will receive no marks for work that is not your own. Your work may be subject to checks for originality which can include use of an electronic plagiarism detection service.

Where you are asked to submit an individual piece of work, the work must be entirely your own. The safety of your assessments is your responsibility. You must not permit another student access to your work.

Where referencing is required, unless otherwise stated, the Harvard referencing system must be used (see your Programme Guide).

Please ensure that you retain a duplicate of your assignment. We are required to send samples of student work to the external examiners for moderation purposes. It will also safeguard in the unlikely event of your work going astray.

<b>Submission Date and Time</b>	
<b>Submission Location</b>	Submission via turnitin dropbox in CET310 module space on Sunspace and by your Mohara account

# Portfolio

## Portfolio Structure

There are four sections to the portfolio, an introduction and conclusion and three sections following the structure of the module. Each section consists of an academic piece and a reflection. Furthermore there will be supporting resources for each section submitted via a mohara account. The three sections are based around product , people and process.

The module is based around an agile methodology and is loosely based on scrum. There will be three sprints of entrepreneurial activity of 3 week duration each sprint will be followed by a session of formative feedback.

Introduction (500 words)

Conclusion (500 words)

### **Section 1 - Product:**

A 500 word literature review of the role of product and product development in small business. This should touch on the notion of product, how business is organised around product and how it can determine the business activity.

A 500 word reflection on your experience of business activity in the preceding sprint in light of the research activity as embodied in the literature review. This should also describe what you did in the sprint and what you learned.

### **Section 2 - People:**

A 500 word literature review of people in the organisation. How they interact and communicate, how they organise themselves into business structures.

A 500 word reflection on your experience of business activity in the preceding sprint in light of the research activity as embodied in the literature review. This should also describe what you did in the sprint and what you learned.

### **Section 3 - Process:**

A 500 word literature review on developing business processes. Why are business process needed, how are they developed, what constitutes a good business process.

A 500 word reflection on your experience of business activity in the preceding sprint in light of the research activity as embodied in the literature review. This also should describe what you did in the sprint and what you learned.

### **Supplementary Marks**

There are up to 15 marks available if you hand in work in time for the formative feedback sessions. The work should be submitted as a zip file to dropbox.

### **Introduction (500 words)**

This should introduce the 3 sections of the portfolio (Product People and Process) and a link to you Mohara resouces. You should have a paragrah on each section. The introduction should include a short mission staement for your enterprise.

### **Conclusion (500 words)**

Should be a reflection on the progress and evolution of your enterprise. Has academic theory informed and improved your practice? Have you engaged with the enterprise? You should make a case for the sustainability of the enterprise.

### **Marking Scheme**

CET310 Marking Scheme		
Product		
Literature Review		10%
Reflection		10%
Timely Hand in		5%
People		
Literature Review		10%
Reflection		10%

Timely Hand In		5%
Process		
Literature Review		10%
Reflection		10%
Timely Hand In		5%
Introduction and Conclusion		
Introduction		10%
Conclusion		10%
Supporting Resources (Mohara)		5%
		100%