

Module code: MOD005446	Version: 1 Date Amended: 04/May/2016
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1. Module Title
Business and Innovation Development

2a. Module Leader
Chris Jakeman

2b. Department
Department of Computing and Technology

2c. Faculty
Faculty of Science and Technology

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

As computing now has an impact on everyday life and employment, there are a multitude of opportunities for developing an existing business or developing a new one through innovation.

The students will study the role of emerging technologies in changing markets or creating new markets. They will contrast invention with innovation and examine case studies of innovation in IT to appreciate what decisions lead to success or failure.

The students will also study the requirements for starting a new business venture, choosing a potential new service or product and delivering a realistic business plan.

Assessment:

In answer to set questions and to encourage class participation, the students will post weekly research findings to the VLE and review the findings of their peers.

Each student will present a business case which sells your venture/technology to either venture capitalists or an internal Project Management Board and document the business plan in a report.

6b. Outline Content

The impact of technology in business and society.

Evaluation techniques for business analysis e.g. SWOT analysis and Porter's 5 forces

Factors in successful innovative product development (such as Crossing the Chasm)

Case study analysis of market-changing technologies e.g. smartphones

Business planning and launching a new business.

6c. Key Texts/Literature

The reading list to support this module is available at: <http://readinglists.anglia.ac.uk/modules/mod005446>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Undertake independent research in the field of innovation and record their findings according to standard academic requirements.
2	Knowledge and Understanding	Discuss the principles upon which individuals and organizations base their decisions on whether to adopt new technologies or launch a new venture.
3	Intellectual, practical, affective and transferrable skills	Evaluate the business and technical opportunities and risks arising from the adoption of emerging technologies or launch of a new venture.
4	Intellectual, practical, affective and transferrable skills	Assess the consequences for individuals, organisations and society arising from the adoption of new technologies.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2017/8	F01UCP	Semester 2	University Centre, Peterborough	Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1,2,3,4	Lecture 1 hr x 12 weeks
Other teacher managed learning	24	1,2,3,4	Practical 2 hr x 12 weeks
Student managed learning	114	1,2,3,4	reading, research, skills practice, assignment
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	2,3	30 (%)	Fine Grade	30 (%)
Business Case presentation (15 minutes maximum)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1,4	70 (%)	Fine Grade	30 (%)
Business Plan report for a chosen venture. (2,000 words maximum)					
<p>In order to pass this module, students are required to achieve an overall mark of 40%.</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment of as specified above</p> <p>(b) pass any pass/fail elements</p>					