

## 20BSD523: Enterprise Technology

This module is principally taught by School of Business and Economics

### Module details

<b>Module Leader</b>	Dr MA Richey
<b>Long Title</b>	Enterprise Technology
<b>Distance Learning</b>	None
<b>Credit Weighting</b>	10
<b>Sensitive Content</b>	N
<b>Exam Weight %</b>	60
<b>Coursework Weight %</b>	40

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### Module instance details (including semester changes)

Instance Number	Instance Start Date	Delivery Start Date	Delivery End Date	Delivery Period
1	28/09/2020	28/09/2020	29/01/2021	Semester One

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### Pre requisites and co requisites

#### Pre requisite modules

None

#### Other pre requisites

#### Co requisites

#### Excluded combinations

#### Availability

Module is generally available to any student meeting pre-requisites, but numbers may be restricted.

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### Accessibility

#### Accessibility

C. Does not use methods which are likely to present difficulties for students with disabilities

#### Accessibility information

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### Module aims and content

#### Aims

This module aims to equip students with an in depth knowledge of enterprise, innovation and entrepreneurship in technology industries. It will analyse how technology businesses create, select and implement new products and services through effective innovation.

## Contents

The innovation process

The academic theories of entrepreneurship

Opportunity spotting

Strategic positioning and business planning for technology companies

Funding a technology business

Financial data analysis and its importance in evaluating investment decisions

Intellectual property and intellectual property management

Module learning outcomes

### Knowledge and Understanding

- A01: The complexity of the innovation process
- A02: The interrelationship between an organisations environment and its innovative capability
- A03: The academic theories of entrepreneurship
- A04: The importance of idea creation and opportunity spotting
- A05: Critical assessment of a potential product or service
- A06: Strategic positioning of a new business idea
- A07: The financial requirements of a technology company and sources of funding
- A08: Financial analysis and its importance in evaluating investment decisions
- A09: The importance of intellectual property as an asset in technology businesses
- A11:

### Subject-Specific - Cognitive Skills

- B01: Relate innovation theory to the performance of an organisation
- B02: Interpret company performance in relation to the dynamic environment in which it operates
- B03: Recognise the need for entrepreneurial behaviour in the technology sector
- B04: Analyse financial data and information in order to make effective decisions
- B05: Recognise and apply self-reflection for personal-development

### Subject-Specific - Practical Skills

- C01: Synthesis information from appropriate sources
- C02: Demonstrate rationale use of business and risk analysis tools to analyse company performance
- C03: Evaluate the financial position of a company and its funding needs
- C04: Perform intellectual property searches

### Key Transferable Skills

- D01: Demonstrate commercial awareness
- D02: Demonstrate resourcefulness to carry out data collection

Teaching and learning

Activity	Hours	Comments
Guided independent study	76	
Lecture	24	
<b>Total</b>	<b>100</b>	

**Teaching and learning text**

Student effort made up of:

- a) Contact time: 24 hours
- b) Private study comprising guided reading and preparation
- c) Preparation and production of group coursework

**Assessment**

This information relates to the default instance of the module:

Assessment Code	Assessment Title	Weight (%)	Assessment Type	Exam Semester	Exam Length	Coursework Length	SAP Availability	Chronological Order
S1GCW	Group Report on a Technology Company	40	Coursework	N/A	N/A		Yes, can be reassessed in SAP	0
S1E	Examination	60	Exam	1	2 hrs		Yes, can be reassessed in SAP	0

**Assessment text**

Students work in groups of 4 to produce a report, Maximum word count = 4,000 max (40% of final mark).

**Module feedback****Feedback given to students in response to assessed work**

Feedback given to students in response to assessed work:

- Written feedback on assessed group coursework
- Generic written feedback on coursework will be published on the module Learn page after the results are published
- Generic written feedback on the examination will be published on the module Learn page after the results are published

**Developmental feedback generated through teaching activities**

Developmental feedback generated through teaching activities:

- In class group discussions.
- Marking criteria for written coursework and the examination discussed in class sessions.

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