



Module Specification

Entrepreneurial Skills for the Information Technology Industry [TSI]

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Part 1: Information

Module title: Entrepreneurial Skills for the Information Technology Industry [TSI]

Module code: UFCFRX-12-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 12

ECTS credit rating: 6

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: Transport and Telecommunication Institute

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to the learning outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Communicating with a range of stake holders, self-management and planning.

Outline syllabus: Topics covered include

The Product or Service:

Deciding on the product

Competitive marketplace

The customer value proposition

Distinctive Selling Point

Practical Issues:

Building a demonstration prototype

The manufacturing process

How to subcontract

Launching your First Hi-tech Start-up:

Virtual Company Start-up Strategy

Billionaire role-models

Your moneymaking idea

Your team – Partners, Investors and Shares

Your web site

Business Planning and Fund Raising:

Branding your business

Market Research

Business Plan

Raising funds from different sources: banks, VCs, HMG, family and friends

Company Law:

Basic types of companies

Forming a Limited Liability Company

Protecting your Intellectual Property

Formal Company Law Requirements

Setting up your Office:

Electronic office

Staff recruitment and employment

Electronic Commerce

Managing your finances:

Bookkeeping

Understanding financial statements

Company taxation

Profitability, forecasting and pricing

Making your Fortune:

Marketing

Public Relations, advertising, sales

Going Global – international expansion

The exit – trade sales and going public

Part 3: Teaching and learning methods

Teaching and learning methods: Students will work in groups of 4 or 5 to progressively carry out the series of steps for product and initial enterprise development. These steps will be described through lectures and seminars presented by the Module Leader or Guest Speakers, as most appropriate. The students will also be provided with a reading list for private study. The groups are expected to identify a new service or product which will then become the focus of their attention throughout this course.

Groups will be encouraged and supported to take up the opportunity offered by TSI to participate in relevant internal competitions and/or their regional equivalents.

This would provide an excellent way of comparing their business proposals with a wider range of competitors and expose their ideas to keener scrutiny. In this way, the Module Leader may provide effective “coaching” to improve a group's preparation and presentation of their ideas.

Scheduled learning includes lectures, seminars, tutorials, and workshops

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Plan for the development of a new business, using appropriate tools and technology.

MO2 Develop an effective business model and a business action plan.

MO3 Present a new business to a commercially-aware audience

Hours to be allocated: 120

Contact hours:

Independent study/self-guided study = 96 hours

Face-to-face learning = 64 hours

Total = 160

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/FEF8BCDF-3BAF-2BA9-235D-C4610C05790D.html?lang=en-gb&login=1>

Part 4: Assessment

Assessment strategy: At both first sit and resit, the assessment of this module consists of two components. The first assessment task is a portfolio of work, which documents the process undertaken to develop a business idea. Other than in exceptional circumstances (e.g. non-participation), group marks will be awarded equally.

In the second task, students are expected to make a presentation in which they pitch their product or service to academics and professional mentors. This allows them to practice and refine presentation skills, essential to most graduates.

At both sit and resit, if the group size is, of necessity, small, the task will be scaled appropriately

Assessment tasks:

Presentation (First Sit)

Description: Presentation (20 mins)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (First Sit)

Description: Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)

Weighting: 75 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: Presentation (20 mins)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (Resit)

Description: Demonstration of a prototype for the new service or product (max 1650 words)

Weighting: 75 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Computer Science and Software Development {Double Degree} [Oct][FT][TSI][4yrs]
BSc (Hons) 2020-21

Computer Science and Software Development {Double Degree} [Feb][FT][TSI][4yrs]
BSc (Hons) 2020-21