

*CPHC LDG Enterprise & Entrepreneurship in the Computing Curriculum  
Total length should not exceed 4 pages, 2-3 pages preferred*

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*Permanent URL if additional materials and information are available (this may be course website for a recent offering assuming it is public)*

## **Where does the course fit in your curriculum?**

4<sup>th</sup> Year of Integrated Masters programmes

## **What is covered in the course?**

Learning Outcomes:

### 1. Knowledge and Understanding

On completion of the module students should have a knowledge and understanding of:

- the role of entrepreneurs in society and a basic toolkit that enables them to adopt an enterprise approach to their development;
- explain the role of entrepreneurs and enterprise within organisations;
- explain the main forms of organisation/business structure and their main advantages/disadvantages;
- identify and explain which types of intellectual property protection are relevant to a particular product or service, including risk assessment and explain how knowledge may be protected and commercialised;
- perform a simple analysis of the competitive environment and market requirements for a product or service and identify essential links to a product/service development;
- use cash flow and balance sheets to perform simple analysis on the relative health of an organisation;
- explain several ways of funding an organisation during its life;
- make an analysis of an organisation and its product or service with reference to the technology, knowledge and market conditions.

### 2. Intellectual abilities

On completion of the module students should be able to:

- critically evaluate the issues to be considered in founding and running a business;
- analyse the competitive environment and market requirements, including risk assessment, and identify the essential links to product/service development;
- review and contrast the various methods by which technology can be exploited and protected;
- analyse the resources required for successful business development and how to obtain them;

- review and contrast the options available to business owners at the end of the initial business growth phase.

### 3. Practical skills

On completion of the module students should be able to:

- use intellectual property search engines and the information obtained to draw business related conclusions;
- gather, identify, critically evaluate and select a diverse range of relevant and reliable sources of information to be used as the basis of a report;
- use cash flow and balance sheets to perform simple analysis on the relative health of an organisation.

### 4. General transferable skills

On completion of the module students should be able to:

- communicate effectively;
- create a structured report, through a team effort, with well justified and referenced points presented in a professional style;
- manage personal time resource effectively as to deliver completed tasks to deadlines.

Topics from:

Entrepreneurs and the Enterprise Culture, Business Planning, Technology Exploitation, Managin a Business, Risk Management, Marketing, Finance, Information Gathering.

### **What is the format of the course?**

Traditional Lectures. Group work.

### **How are students assessed?**

*Group Coursework (40%) and examination (60%)*

*Group CWK was to write about an Entrepreneur – ours did Acorn.*

*Exam – 2 parts (50:50): one on finance, one on innovation management, commercialisation of ideas, IP etc.*

### **Course textbooks and materials**

*Schilling, M. (2010) Strategic Management of Technological Innovation. 3rd edn. McGraw-Hill International Edition.*

*Burns, P. (2011) Entrepreneurship and Small Business. 3rd edn. Palgrave Macmillan.*

*Tidd, J., Bessant, J., and Pavitt, K. (2009) Managing innovation: integrating technological, market and organizational change. 4th edn. Wiley.*

*Goffin, K. and Mitchell, R. (2010) Innovation Management: Strategy and implementation using the pentathlon framework. 2st edn. Palgrave Macmillan.*

*Conway, S. and Steward, F. Managing and Shaping Innovation. 1st edn. Oxford*

*Deakins,D. & Freel,M. (2009) Entrepreneurship and small firms. 5th edn. McGraw Hill Education.*

**Why do you teach the course this way?**

*It works.*

**Integration**

*Modules on Leadership and on Team management are taught alongside this module.*

**Other comments**

*Very few students take the MSci from CS (3 this year) over the BSc so the number of students taking this module is small.*

*The module is taught by our School of Business and Economics to four groups of students from: CS, Mech Eng, Civil & Building Eng, Chemical Eng (40 students in total), However, the coursework will be domain-specific to some extent.*