

COURSE SPECIFICATION

Part 1: General information									
Course Title	Entrepreneurial Skills for the Information Technology Industry								
Course Code	B-747-01	External ID	UFCFRX-12-3	Level	B				
Credits	4	ECTS Credits	6						
Faculty/unit	Transport and Management Faculty	Field	Management sciences						
Course Type	Standard	Parts	1	Distribution	4				
Pre-requisite	No requisite								
Course leader	Gabelaia Ioseb, Ph. D., invited lecturer								
Teaching Staff	Gabelaia Ioseb, Ph. D., invited lecturer Merchan Emmanuel, Ph. D., professor								

Part 2: Description								
Annotation	The course aims to give students fundamental knowledge and develop entrepreneurial skills. The course utilising the following syllabus: The Product or Service; Practical Issues; Launching your First Hi-tech Start-up; Business Planning and Fund Raising; Company Law; Setting up your Office; Managing your finances; Making your Fortune.							
Educational aim	The course aims to give students fundamental knowledge and develop entrepreneurial skills.							
Hours	Study form		Total, h	Contact hours, h			Independent study, h	
				Lectures	Practical	Total		
	Full-time		160	0	64	64	96	
	Part-time		160	0	32	32	128	
	Distance		160	4	0	4	156	
Syllabus and Study plan	Type	Themes/Activity		Contact hours, h			Week	
				Full-time	Part-time	Distance	From	To
	Part 1							
	P	The Product or Service: - Deciding on the product - Competitive marketplace - The customer value proposition - Distinctive Selling Point		8	4	2	W1	W2
	P	Practical Issues: - Building a demonstration prototype - The manufacturing process - How to subcontract		10	4	0	W3	W5
	P	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		8	4	0	W6	W7
	P	Company Law: - Basic types of companies - Forming a Limited Liability Company - Protecting your Intellectual Property - Formal Company Law Requirements		8	4	0	W8	W10

Syllabus and Study plan	P	Setting up your Office: - Electronic office - Staff recruitment and employment - Electronic Commerce	10	4	0	W11	W13
	P	Managing your finances: - Bookkeeping - Understanding financial statements - Company taxation - Profitability, forecasting and pricing	6	4	0	W13	W14
	P	Making your Fortune: - Marketing - Public Relations, advertising, sales - Going Global – international expansion - The exit – trade sales and going public	10	6	0	W14	W16
	P	Presentation	4	2	2	W16	
Learning outcomes	#	Learning outcome					
	LO1	Appreciate and apply a range of skills required to successfully launch a hi-tech start-up and/or new product or service					
	LO2	Develop a business model and a business action plan					
	LO3	Analyse market opportunities for a new hi-tech product using heterogeneous, multi-sourced data					
	LO4	Plan and execute a campaign to promote a new product to likely customers					
	LO5	Plan and organise a demonstration of a prototype for the new service or product					
Obligatory reading list	<ul style="list-style-type: none">• Magliolo, Jacques. The Rainmaker : Start-Up to Conglomerate, Business Expert Press, 2019. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=5784058.• Models of Start-Up Thinking and Action : Theoretical, Empirical, and Pedagogical Approaches, edited by Andrew C. Corbett, and Jerome A. Katz, Emerald Publishing Limited, 2016. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=4717111.						
Additional reading list	<ul style="list-style-type: none">• Alhabeeb, M. J.. Entrepreneurial Finance : Fundamentals of Financial Planning and Management for Small Business, John Wiley & Sons, Incorporated, 2015. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1895545.• Shelters, David. Start-Up Guide for the Technopreneur : Financial Planning, Decision Making, and Negotiating from Incubation to Exit, John Wiley & Sons, Incorporated, 2013. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1095507.						

Part 3: Assessment strategy

Assessment strategy	The assessment of this module consists of two components. First, 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. The second component of the assessment is a portfolio of work, produced as the course progresses which documents the process undertaken during the course. 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 and participate in the annual BigIdea competition, or equivalent regional events. This would provide an excellent way of comparing their business proposals with a wider range of competitors and expose their ideas to keener scrutiny. Scheduled learning includes lectures, seminars, tutorials, and workshops					
Independent study	The independent study is organised around the study of the self-reading materials provided by the teaching staff. Additionally, students should spend some time working around practical assignments and presentations.					
Full-time						
First Sit Elements	Element weighting,%	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Resit Elements	Element weighting,%	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Part-time						
First Sit Elements	Element weighting,%	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Resit Elements	Element weighting,%	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5

Presentations	25	X	X		Presentation	LO2, LO3, LO5
Distance						
First Sit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
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