<table>
<thead>
<tr>
<th><strong>Module Code</strong></th>
<th>CS7CS2</th>
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<tbody>
<tr>
<td><strong>Module Name</strong></td>
<td>Innovation</td>
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<tr>
<td><strong>ECTS weighting</strong></td>
<td>5</td>
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<tr>
<td><strong>Term</strong></td>
<td>MT</td>
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<tr>
<td><strong>Contact Hours</strong></td>
<td>2 hours per teaching week</td>
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<tr>
<td><strong>Module Personnel</strong></td>
<td>Assistant Professor Dave Lewis</td>
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| **Learning Outcomes** | On successful completion of this module students should be able to:  
CS2LO1 ideate and analyse level of innovation in ideas  
CS2LO2 create and validate business ideas emerging from innovation process;  
CS2LO3 analyse a variety of models used to start and scale a business;  
CS2LO4 develop a funding model, including  
  o establishing the need for funds;  
  o analysing the mechanisms for raising funds;  
  o designing exit options for shareholders.  
CS2LO5 write and present a business plan with a view to securing investment. |

| **Module Learning Aims** | The objective of this module is to ensure that students:  
  • are familiar with the commercialisation options that are available to them for their research and as a future career path;  
  • understand the process of ideation and innovation;  
  • understand the process of innovation valuation along diverse dimensions, such as financial, social or other;  
  • understand the opportunities and challenges facing the entrepreneur;  
  • appreciate the skills required to prepare a start-up business and to effectively present it to potential investors. |

| **Module Content** | Specific topics addressed in this module include:  
  • Types of businesses and differing business and/or social drivers (case studies)  
  • Legal structures: operation of a Limited Liability Company  
  • Applying business model canvas for strategic assessment of business ideas  
  • Funding: the need for funding; sources of funding; the funding process; company valuation and exercises  
  • The business plan: objectives; contents; analysis of sample plans  
  • Market analysis: why and how  
  • Product strategy and pricing  
  • Intellectual Property: how to protect your idea  
  • The Lean Startup model. |

| **Assessment Details** | Coursework: 100%.  
Students working in groups prepare and present a business plan for a start-up technology business in the domain of their strand. Assessment is:  
1. Group-based assessment of the feasibility and completeness of the business plan and the effectiveness of the presentation  
2. Individualised assessment based on individual reports of team effectiveness |