<table>
<thead>
<tr>
<th>Module Code</th>
<th>CS7CS2</th>
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<tbody>
<tr>
<td>Module Name</td>
<td>Innovation</td>
</tr>
<tr>
<td>ECTS weighting</td>
<td>10</td>
</tr>
<tr>
<td>Term</td>
<td>MT</td>
</tr>
<tr>
<td>Contact Hours</td>
<td>2 hours per teaching week</td>
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<tr>
<td>Module Personnel</td>
<td>Assistant Professor Dave Lewis</td>
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</tbody>
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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:
  - establishing the need for funds;
  - analysing the mechanisms for raising funds;
  - 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