

## Module specification

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**Refer to the module guidance notes for completion of each section of the specification.**

Module code	ARD485
Module title	Digital Media Technology Innovation and Entrepreneurship
Level	4
Credit value	20
Faculty	Department of Publishing and Media, CBVC
Module Leader	Mingyan CHEN
HECoS Code	100048 – Design
Cost Code	GADC

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
DipHE Graphic Design and Multimedia	Core

### Pre-requisites

Introduction to Digital Media (Level 3, CBVC)

### Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>36 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	164 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

For office use only	
Initial approval date	21 October 2022
With effect from date	October 2022
Date and details of revision	

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Version number	1

## Module aims

This module is designed for those who are or those who want to be actively starting a new venture involving digital media technologies. This module is project-centred, it includes the process of design and development, from conceptualisation, through prototyping, to delivery, and business strategy for digital media industries. Students are required to develop with simple front-end prototyping tools like AdobeXD or Figma. The focus will be on developing projects with appropriate business models that maintain revenue streams, build value, engage with continuous research and development, and grow by accessing global markets. Students will examine and develop the skills necessary for managing flexible teams that embrace and endorse collaboration and fast decision-making in rapidly changing technology environments.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Analyse the process of innovation and industry disruption;
2	Determine the elements of online innovation;
3	Articulate the nature of digital value creation and R&D;
4	Categorise different online business models;
5	Describe alternative online growth strategies;
6	Choose strategies for maintaining team relationships that facilitate flexibility, collaboration and quick decision making.

## Assessment

### Indicative Assessment Tasks:

Assessment for this module includes: group report and presentation, final project.

**Group report and presentation:** Students will work in teams and write a digital media industry analysis report within 2000 words to assess a business's market position within China's digital media industry. Students need to present 5 minutes about the report afterwards.

**Final project:** Students will work in groups as start-up teams to design and develop their projects, then it comes to business model building. All the groups need to pitch projects when the module ends.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
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1	1–3	Group report and presentation (Report within 2000 words)	50%
2	4–6	Project	50%

### Grade Definition

A = 90% – 100%

B = 80% – 89%

C = 70% – 79%

D = 60% – 69%

F = 0% – 59%

### Derogations

N/A

### Learning and Teaching Strategies

The module will utilise various teaching methods, including lectures, in-class discussions, workshops, student presentations, writing reports, quizzes and readings. Student participation and interaction are highly encouraged and expected.

### Indicative Syllabus Outline

#### Chapter 1 Introduction

1.1 Why do we need to accept entrepreneurship education; 1.2 Can college students start their own businesses; 1.3 How do I study this module

#### Chapter 2 Entrepreneurship

2.1 What is the state of entrepreneurship; 2.2 What are the models of entrepreneurship; 2.3 Do you have entrepreneurial spirit; 2.4 What kind of person is better suited to start a business; 2.5 What are the start-up modes suitable for college students

#### Chapter 3 Entrepreneurial opportunities and business model building

3.1 Assessment of start-up ideas - is this a good start-up project; 3.2 Identifying entrepreneurial risks -- profitable projects, why is no one doing them; 3.3 Analysis of entrepreneurial opportunities -- does my project have an opportunity to enter the market; 3.4

#### Business model building--The wool comes out of the dog, and the pig pays

Chapter 4 Formation of the entrepreneurial team

4.1 The choice of business partners -- an entrepreneur who can't find a partner is not a good entrepreneur; 4.2 Start a business by looking for the right person – choose someone you can trust is better than poaching big gun; 4.3 Equity and equity distribution—99% of entrepreneurs buried the explosive charge during partnership time

#### Chapter 5 Writing Business Plan

5.1 Why do we need to write business plan; 5.2 How to write business plan

### **Chapter 6 Roadshow of start-up project**

6.1 How to tell a moving business story; 6.2 Entrepreneurial Road show strategy and common questions asked by investors; 6.3 How to make the entrepreneurial road show PPT presentation more brilliant

### **Chapter 7 Venture capital operation**

7.1 Financial common sense that entrepreneurs must know; 7.2 Look at your cash flow -- where does the money come from and where does it go; 7.3 How to choose financing timing and how to do valuation properly

### **Chapter 8 Opening and policy application**

8.1 How to set up a business venture for college students; 8.2 Recent common business support policy; 8.3 Notices for college students to start enterprises

### **Chapter 9 Innovative thinking that entrepreneurs need to understand**

9.1 Entrepreneurs often have an innovative personality; 9.2 Think out of the box and learn to put yourself in others' shoes; 9.3 Brainstorm your team's creativity; 9.4 Learn to think positively and negatively

### **Chapter 10 Make innovative thinking part of entrepreneurship**

10.1 Product innovation -- using big data to guide product development; 10.2 Service innovation -- occupy the market with personalised service; 10.3 Organisational innovation -- a flat creator organisation model; 10.4 Market innovation -- open the O2O market with free strategy by using new media; 10.5 Brand innovation -- from big and all to small and beautiful; 10.6 Business model innovation -- crowd-funding that is widely praised but not popular.

## **Indicative Bibliography:**

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### **Essential Reads**

Zhang, Z. and Qiao, H., 2016. *Introduction to College Students' Innovation and Entrepreneurship*. 1st ed. People Posts and Telecommunications Press.

Barringer, B. and Ireland, R., 2018. *Entrepreneurship: Successfully Launching New Ventures*. 6th ed. Pearson.

### **Other indicative reading**

Ries, E., 2011. *Lean Startup*. 1st ed. Portfolio Penguin.

Coughter, P., 2012. *The Art of the Pitch*. New York: Palgrave Macmillan US.

## **Employability skills – the Glyndŵr Graduate**

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### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment

Curiosity  
Resilience  
Confidence  
Adaptability

**Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Communication