

Module Code:	BUS646
---------------------	--------

Module Title:	Financial Technology and Business Success
----------------------	---

Level:	6	Credit Value:	20
---------------	---	----------------------	----

Cost Centre(s):	GAMG	JACS3 code:	N212
		HECoS code:	100811

Faculty:	Social & Life Sciences	Module Leader:	tbc
-----------------	------------------------	-----------------------	-----

Scheduled learning and teaching hours	24 hrs
Guided independent study	176 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BSc (Hons) Financial Technology Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Computer Game Design & Enterprise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Computer Game Design & Enterprise (with Industrial Placement)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

Version no:1

With effect from: 24/09/2018

Date and details of revision: Approved as a shared module in UG Computing revalidation for Sept19

Version no:2

Module Aims

In today's highly competitive environment, survival is a challenge for many businesses. Beyond survival, businesses also face considerable challenges in achieving growth. This module aims to explore the challenges, growth options and strategies of enterprises. By the end of this module, students will be able to suggest and evaluate technological innovation strategy for achieving business success. Students will also learn how to use different business performance measures and tools to support decision making in order to achieve business growth and development.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Assess the causes of business failure and evaluate the challenges of business survival and growth.	KS1	KS5
		KS3	KS6
		KS4	
2	Explain the scope of technological change and critically compare different types of innovation to achieve business success.	KS1	KS5
		KS3	KS6
		KS4	
3	Apply the concepts and logics on using Artificial Intelligence and blockchain for creating business values.	KS1	KS5
		KS3	KS6
		KS4	
4	Evaluate and critique the characteristics of the growth stages of developing a business.	KS1	KS5
		KS3	KS6
		KS4	
5	Analyse business performance. Identifying problems and relevant solutions in different stages such as start-up, turnaround, growth and exit	KS1	KS5
		KS3	KS6
		KS4	

Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

Derogations

None

Assessment:

Indicative Assessment Tasks:

Indicative Assessment:

This assessment contains two components. Component 1 requires students to undertake a piece of research in relevant issues within business sustainability and growth. Component 2 requires students to propose technological innovation strategy according to their findings from component 1 and to apply business analysis techniques to evaluate the proposed strategy..

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 ,2, 3, 4, 5	Report	100%	N/A	5000

Learning and Teaching Strategies:

According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:

1. Business and sustainability
2. Business life-cycle and business growth strategies
3. Three types of innovation: sustaining innovation, low-end disruptive innovation, and new-market disruptive innovation
4. Open innovation vs traditional approaches

5. Principles of Disruptive Technology
6. Artificial Intelligence and Robo-advisor in practice
7. The concept and theories of Blockchain
8. Financial decision making for business
9. Business performance analysis

Indicative Bibliography:

Essential reading

Trott, P. (2016) Innovation Management and New Product Development, 6th edition, Harlow: Pearson Education.

Ekekwe, N and Islam, N (2012) Disruptive Technologies, Innovation and Global Redesign: Emerging Implications, IGI Global

Other indicative reading

Atrill P, (2016), Financial Management for Decision Makers. 7th ed. Pearson Education.

Chishti, S. and Janos, B. (2016) The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries, John Wiley & Sons.

Sironi, P (2016) Fintech Innovation - From Robo-advisors to Goal Based Investing and Gamification, John Wiley & Sons.

Dempsey, R. (2015) Python Business Intelligence Cookbook, 1st edition, Packt Publishing Ltd.

Burns, P. (2016) Entrepreneurship & Small Business: Start-up, Growth and Maturity. 4th ed. Basingstoke: Palgrave.

Leong, K and Sung, A. (2018) FinTech (Financial Technology): What is it and how to use technologies to create business value in FinTech way, International Journal of Innovation, Management and Technology, 9(2)

Journals:

International Journal of Innovation Management

International Journal of Business Innovation and Research

Industrial Marketing Management

Harvard Business Review

MIS Quarterly

Website

www.managers.org.uk

www.python.org