

Liverpool John Moores University

Title: TECHNOLOGY AND BUSINESS INTERACTIONS
Status: Definitive
Code: **5501TECYPC** (115859)
Version Start Date: 01-08-2018

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Paul Otterson	Y

Academic Level: FHEQ5
Credit Value: 12
Total Delivered Hours: 38
Total Learning Hours: 120
Private Study: 82

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	18
Tutorial	18

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	70	2
Essay	AS2	1000-1200 word essay	15	
Essay	AS3	1000-1200 word essay	15	

Aims

To impart awareness and understanding of the structure and workings of a manufacturing or service organisation from the standpoint of business functions and key interactions as it responds to the impact of the competitive effects of new technology.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the main forms of business enterprise, the changing relationship between control and ownership as the firm expands, and the basic nature of business activity.
- 2 Demonstrate the role of the technology manager as the lubricant of organisational change.
- 3 Explain the workings of the primary business functions, in particular the conflicts and interactions imposed by everyday business activity, and the multiplying effect of new technology on these interactions.
- 4 Describe the nature of marketing information, market research processes, and the significance of this function as a business driver.
- 5 Demonstrate the nature and purpose of business planning, the importance of the customer service equation, and the role of technology as a driver in these aspects.
- 6 Apply STEP, SWOT, Porter's 5 Forces Model to decompose a business situation into its key elements, to be able to understand the nature of the pressures and drivers for change.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	3	4	5	6
CW	3	4	5			
CW	6					

Outline Syllabus

Types of business, significant features of each. Origins and aims of businesses, the need for capital to expand vs the weakening of control as ownership becomes more focused. The Sole Trader, the Partnership, the limited company, the plc. stakeholder perspectives. Functions in businesses. Marketing, sales, manufacturing, Development & Design, Logistics. Interactions, conflict and optimisation of sub-goals at expense of organisation goals. Exacerbation of changing technology. Introduction to marketing; market research, as tools to understanding the shape of the business both current and potential. The understanding of the significance of customer service. Introduction to strategic analysis tools; SWOT, STEP and Porter's 5 Forces model. Business objectives setting, connection to mission statements. Definition and purpose of strategy. Technology Manager's role in initiating, controlling and planning change.

Learning Activities

Lectures, tutorial discussions, case studies, videos.

Notes

The module is designed to provide the student with an awareness of the internal structure of manufacturing or service companies, an appreciation of prevailing sociological, environmental and political conditions and the way in which new technology impacts upon company activity.