

Module Information

2022.01, Approved

Summary Information

Module Code	5602TECYPC
Formal Module Title	Technology and Business Interaction
Owning School	Engineering
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	24
Tutorial	18

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe the main forms of business enterprise, the changing relationship between control and ownership as the firm expands basic nature of business activity and the role of the technology manager as the lubricant of organisational change.
MLO2	2	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.
MLO3	3	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.
MLO4	4	Apply business tools to a business situation, especially in relation to change.

Module Content

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 become 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 optimization of sub-goals at expense of organization 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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Organisational report 2,500	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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