

H7BTECBUS: Technology for Business

Module Code:	H7BTECBUS
Long Title	Technology for Business APPROVED
Title	Technology for Business
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	DESMOND GARGAN
Module Author:	Michael Cleary-Gaffney
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Analyse the role and direction of technology for business uses
LO2	Distinguish between the principal technologies used by business and the roles they are designed to fulfil
LO3	Critique business requirements and examine technologies to meet these requirements
LO4	Critique the strategic application of modern technologies in a business environment
LO5	Develop research skills to enable appropriate strategic decision making for a range of business scenarios
LO6	Write and present a researched argument for managements consideration for a technology focussed solution to an organisational scenario
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H7BTECBUS: Technology for Business

Module Content & Assessment	
Indicative Content	
Introduction to business technology Introduction to business technology Definition and use of business technology Role of technology in business	
Principal technologies General computing terminology Networking and telecommunications Cloud computing Emerging technologies	
Applications software Commercial off the shelf (COTS) technology Bespoke application development Internet and e-business User-centric applications	
Strategically Mapping technology to business requirements Business technology and situation analysis CRM and Digital Marketing technology Business technology strategy Cloud computing application	
Strategic Business Technology Objective Evaluation Business model review Candidate technology selection Research and solution scoping	
Budgeting for technology Budget setting process Role of scoping and market scanning	
The future of business technology Future strategies and business technology Trends in technology The future of technology in business	
Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time			
Coursework			
Assessment Type:	Project	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: Project: 2,500 3,000 words (Excluding bibliography and appendices). The project for this module will use the students "Business Challenge" identified in conjunction with the student at the start of the module. The student will be tasked with outlining their business challenge using a situation analysis and enumerating the objectives comprising the challenge. They will further be asked to, with reference to the principal technologies used in Small/Medium-Sized Businesses, select appropriate technologies to meet these objectives. The selection process must reference the business objectives and wider technology/ business to ensure a future proofed solution is being proposed. Finally, the student will prepare a proposal to the company finance officer requesting a budget allocation for the relevant technologies.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description If the submission does not achieve the pass mark (40), the module will have to be repeated by submitting a final report. The repeat assessment will follow the same structure as the original assessment. Depending on lecturer feedback, students may amend the original project submission or may choose to submit an entirely new project. This submission will also be worth 100% of the grade.			

H7BTECBUS: Technology for Business

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Independent Learning	Independent Learning	214	Per Semester	17.83
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Mehta, N. et al (2019).Swipe to unlock: the primer on technology and business strategy. Ithaca, New York.</p> <p>Trivedi, V. (2019).How to Speak Tech: The Non-Techie's Guide to Key Technology Concepts. Berkeley, CA Apress.</p>	
<i>Supplementary Book Resources</i>	
<p>Tucker, T. (2016).Technology business management: the four value conversations CIOs must have with their businesses. Bellevue, Wash.: TBM Council.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>McKinsey Global Institute Technology and Innovation Research, https://www.mckinsey.com/mgi/our-research/technology-and-innovation.</p> <p>Gartner's Top 10 Strategic Technology Trends, http://www.gartner.com/technology/research/top-10-technology-trends/.</p> <p>Entrepreneur Technology www.entrepreneur.com/technology.</p> <p>Tech Central www.techcentral.ie.</p>	
Discussion Note:	