

## H8CP: Capstone Project

Module Code:	H8CP
Long Title	Capstone Project <b>APPROVED</b>
Title	Capstone Project
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	20
Module Coordinator:	MICHAEL BANE
Module Author:	CORINA SHEERIN
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate an advanced understanding of the entrepreneurial process and contextualise new product development as it relates to ecommerce within this process.
LO2	Apply knowledge of both theory and best industry practice to real life business and marketing related contexts and measure results through an emphasis on metrics and analytics.
LO3	Demonstrate a systematic understanding of the process of innovation and apply it via multiple technology driven platforms and ecommerce software.
LO4	Demonstrate a mastery of project management theory, process and tools and show evidence of advanced application of the same within a real world/industry-based scenarios.
LO5	Exercise appropriate judgement in the selection and implementation of both traditional and digital marketing vehicles within an IMC format.
LO6	Evaluate, select, and develop realistic marketing strategies for the implementation and promotion of an eCommerce driven business.
LO7	Formulate a brand strategy that provides evidence of strategic thought, product driven congruence and consideration of how brand archetypes drive media content.
LO8	Evaluate and select appropriate primary and secondary research methodologies for gathering key customer acquisition data relevant to the business concept developed by the team.
LO9	Facilitate the development of financial skills including the ability to understand and cost the cost of goods sold, profit margin parameters as well as selected profit and loss and balance sheet variables.
LO10	Enable students to work cohesively in groups, understand and demonstrate evidence of delegation and engage in multi-disciplinary teams that reflect real world professional dynamics and standards.
LO11	Provide learners with advanced presentation/pitching skills regarding pitching for investment in private and/or capital markets.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>Introduction to Capstone</b> • In the first class, students are introduced to the capstone project and the strategic partner that they will work with. • A comprehensive breakdown of the project is provided along with a strong orientation as to requirements and expectations of an end of degree 20 credit module. • Detailed structure and grading criteria are also set out at this juncture.			
<b>Entrepreneurship and New Product Development</b> • The capstone project incorporates both entrepreneurship and new product development by tasking groups with the development and launch of an eCommerce business thus drawing on entrepreneurial skills and the sourcing and/or design of products (typically from suppliers in the Chinese market). • Brand new products can be designed and delivered or existing products 'white-labelled' and in some cases drop shipping models can be used.			
<b>Technology and Innovation</b> • The capstone requires some proficiency with technology and draws on skills developed in the emerging technology for business module, the innovation and creativity module and digital technology for business. • eCommerce platforms and application are used (ie Shopify's suite of tools) and students will also continue to use platforms such as Balsamiq. • Social media platforms and creative skills are utilised in the designing, scheduling and delivery of promotional content across a variety of channels such as Instagram, Tik Tok and LinkedIn.			
<b>Project Management</b> • Students will draw on knowledge and skills arising from their previous engagement with project management modules throughout the course of the Capstone module. • The project is large in scope and encompasses many moving parts and the students will design and implement critical path solutions, Gannt charts etc and use other project management software to deliver the project on time and within budget.			
<b>Marketing</b> • The capstone module requires the design and implementation of a fully integrated marketing plan that will encompass both traditional and digital tools and bring them together in an IMC format. • As such, students will be able to draw on capabilities developed in modules already taken in IMC, fundamentals of marketing, digital marketing and marketing strategy. • Strategy is emphasised here as is the importance of sales/sales management and distribution channel management.			
<b>Branding</b> • There is a strong emphasis placed upon the branding elements of the project. Specifically, students will utilise skills developed and demonstrate a high level of understanding in the development of their eCommerce brand. • This draws heavily on the brand management module taken by students and branding elements such as brand archetypes, colour psychology, layout and congruence of website design and brand personality are all important here.			
<b>Customer Acquisition</b> • The project tasks students with developing and implementing a customer acquisition plan for their respective eCommerce businesses/brands. • This component of the project incorporates previous modules taken such as market research, consumer behaviour and even business intelligence and statistics. • Primary and secondary research is carried out and detailed personas are developed to enable a strategic customer acquisition plan to emerge.			
<b>Finance and Financial projections</b> • The capstone module also requires the application of basic financial skills including the ability to calculate cost of goods sold and factor various expenses into the product equation. An emphasis is put here on creating profitable product margins. • This aspect of the capstone initiative ties in the modules taken in economic and market practice, financial analysis and reporting and advanced financial analysis.			
<b>Management and the Organization</b> • The project requires team selection and creation with specific roles allocated to individuals within the group. • Invariably this requires management capability and students will draw on knowledge and expertise from modules such as management of the organisation.			
Assessment Breakdown			%
Coursework			100.00%
<b>Assessments</b>			
Full Time			
Coursework			
<b>Assessment Type:</b>	CA 1	<b>% of total:</b>	30
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,8,10,11
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> eCommerce Website: Students will be expected to put much time and focus into the creation and development of the eCommerce website that capture sales of their branded products. This is further graded as follows: o Wireframe development (6%) o Theme and design (6%) o Function and navigation (6%) o Brand story (6%) o Additional customisation (6%)			
<b>Assessment Type:</b>	CA 2	<b>% of total:</b>	20
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,8,10,11
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Marketing and Social Media Strategy: The marketing and social media strategy reflects the marketing and promotional aspect of the project. This part of the assessment is graded as follows: o Organic Plan and Implementation (15%) o Paid Plan and Implementation (5%)			
<b>Assessment Type:</b>	CA 3	<b>% of total:</b>	50
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,5,6,7,9,10,11
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Assessment Portfolio of Work: The final part of the assessment strategy requires students to deliver a portfolio for work that includes various strategic documents, marketing plans and branding action plans among others. In this part of the assessment strategy, students are expected to draw on academic as well as industry-based knowledge. The portfolio is graded as follows: o Fundraising proposition and plan (5%) o Marketing strategy document (15%) o Branding strategy document (10%) o New product development plan (5%) o Business model canvas (5%) o LinkedIn Portfolio (10%)			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

## H8CP: Capstone Project

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	36	Per Semester	3.00
Tutorial	No Description	24	Per Semester	2.00
Directed Learning	Directed e-learning	40	Per Semester	3.33
Independent Learning	No Description	400	Per Semester	33.33
Total Weekly Contact Hours				8.33

Module Resources	
<i>Recommended Book Resources</i>	
Burke J. and Dempsey M.. (2021), Undertaking Capstone Projects in Education: A Practical Guide for Students,, 1st Ed. Routledge.	
<i>Supplementary Book Resources</i>	
o Selected academic articles can be distributed by the Lecturer via Moodle or WARC on the NCI library portal (or relevant repository)..	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	