

Module Title:	Innovation and Technology Management		
Language of Instruction:	English		
Credits:	5		
NFQ Level:	8		
Module Delivered In	1 programme(s)		
Teaching & Learning Strategies:	Traditional lectures with an emphasis on workshops for groups. Lectures will be supported with supplemental materials (articles and videos).		
Module Aim:	To provide the student with an in-depth understanding of Technology, Technological Change, Innovation and their role in the Irish Economic growth. This subject will be build on the knowledge and understanding of theory introduced int the Business Management syllabi. In particular, students will be familiarised with the idea of Business Model and Value Proposition as well as the concept of Disruptive Technologies and Digital Transformation of Business and Society.		
Learning Outcomes			
On successful completion of this module the learner should be able to:			
LO1	Analyse and critically evaluate the concept of Technology Innovation and Management		
LO2	Analyse and critically evaluate Business Model of a chosen organisation		
LO3	Apply range of tools and techniques to analyse and critically evaluate a Value Proposition of a chosen market offering		
Pre-requisite learning			
Module Recommendations			
This is prior learning (or a practical skill) that is recommended before enrolment in this module.			
4434	MGMT H3203	Business Management	
Incompatible Modules			
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.			
No incompatible modules listed			
Co-requisite Modules			
No Co-requisite modules listed			
Requirements			
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.			
2nd year Business Management or equivalent			

Module Content & Assessment

Indicative Content

Introduction to Innovation & Technology Management

Strategy, Competitive Advantage; Technology and Innovation: Concepts and definitions

Technological Innovation & Economic Growth

Technological Innovation and Entrepreneurship: a major force in economic growth; Schumpeter Theory of Economic Development; Solow Model of Economic Growth; Industrialisation by Invitation: Irish Industry Evolution; Innovation 2020

Technology, Innovation and Business Strategy

Current concepts in the field of Technology and Technological Innovation; Cycles of Technological Change, Disruptive Technologies, Architectural Innovation, Dominant Design, Format Wars

Digital Transformation of Business & Society

Digitalisation and its impact on business operations & strategy. Current trends in digital transformation of business in a Covid-19 post/Covid_19 reality. The Irish Innovation landscape: Ireland's current strategy for research and development.

Competitive Advantage

Business Model: concept and case studies; Business Model Innovation

Value Proposition

Value Proposition: concept and definitions; Value Proposition Curve; Market Gap analysis

The role of AI in business value creation

Case studies in the AI & Machine Learning adoption/application to increase business value and enhance customer experience; The AI maturity model

Assessment Breakdown	%
Continuous Assessment	65.00%
End of Module Formal Examination	35.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Team -based Project and Presentation	2,3	50.00	Week 13
Other	Continuous Assessment	2,3	15.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	No Description	1,2,3	35.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Estimated Learner Hours	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_KCCIT_B	Bachelor of Science (Honours) in Information Technology Management	7	Mandatory