

Module Title:	iBusiness (Innovative Business)
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This subject is based in the computer lab. The class is first introduced to contemporary models for technology development. The class is then organised according to these principals in a technology start-up-like atmosphere. The class is divided into teams and each team is then given project objectives. Team meetings are held between the lecturer and the teams at which milestones are assessed and goals are progressed.
Module Aim:	Investigate and implement contemporary start-up cultures and models within team projects. Use data gathering and analysis techniques to gain greater insight to customer needs and personalise the user experience based on customer profiles.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Assess innovative business start-up culture with particular attention to lean start-up models and their relationship with other models.
LO2	Employ web analytics to gain insights to marketing campaigns and suggest and justify improvements in content, usability, personalisation and recommendation systems.
LO3	Create a database application using advanced query and reporting techniques using an end user database tool.
LO4	Appreciate the strategic context of information systems within an organisation.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Technology Start-up Models

• Traditional approach - waterfall development model - product focus • Lean start-up - minimum viable product (MVP) - iterative development - customer focus - the pivot - evaluating lean start-up • Agile methodology • Aligning marketing and technology strategy

Personalisation & Web-analytics

• User/customer focused design & user experience • Consistent personalisation across channels • Recommendation systems & collaborative filtering • Implementing web analytics • Interpreting web metrics to tune content and user experience • The ethical use of user data in personalisation systems

Data Analysis

• Database tools for work with customer data sets • Creating data driven websites using a Database Management System (DBMS) end user tool • Advanced queries for database mining using query authoring in a DBMS end user tool o Select o Joins o Grouping o Aggregates • Developing a suite of management reports to assess organisational performance using a DBMS end user tool

Information Systems for Management

• Three Era Model • Data vs. information vs. knowledge • Management systems classification o Customer relationship management systems. o Transaction Processing Systems o Knowledge Management Systems o Decision Support Systems • Strategic alignment - Venkatraman's Strategic Alignment Model

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Students are given access to a website with web analytics installed – they are asked to analyse the data and make suggestions on improvement of structure, content and personalisation. Students are asked to discuss the merits of lean start-up	1,2	50.00	n/a
Case Studies	Group project where teams develop web enabled data systems that are one of • Customer relationship management systems. • Transaction Processing Systems • Knowledge Management Systems • Decision Support Systems Individuals are asked to justify aspects of the system in the strategic context of the organisation and rate the system in the different classifications of the Three Era Model During this project students' performance using agile methodology of delivering on milestones buddy work etc. is assessed.	1,3,4	50.00	n/a

No Project

No Practical

No End of Module Formal Examination

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>
Practicals	30 Weeks per Stage	1.50
Independent Learning	30 Weeks per Stage	1.83
Total Hours		100.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	0.75
Total Hours		0.75

