

Module Title:	Business Processes
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This module will be delivered using a variety of teaching and learning strategies including lectures, tutorials, group learning activities and guest lectures. The development and enhancement of students' communication skills will be facilitated through class and group interaction.
Module Aim:	The aim of the module is to introduce the students to the concept of Value Creation and the role of a customer in contemporary business setting. Analysis of the relationship between VOC and customer value and how to obtain key customer value information from VOC will be key subject of the module.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Discuss all aspects of product development process (theories and processes)
LO2	Appraise how how voice of customer information can help product development process
LO3	Analyse and construct Customer Value Curve
LO4	Demonstrate the ability to process raw voice of customer data and transform them into clearly defined customer data (product functional requirements and design specifications)
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

Value, Innovation and the Voice of Customer

Defining Customer Value, Innovation Roadmap

The Product Development Process

Defining Product Cost and Development, Product Development Process Flowchart, The Nature of Product Development: Information and Knowledge Creation, Customer Value-Based Lean Product Development Process, Optimizing Information Transformation and Flow, Creating a Lean Product

Customer Value and the Voice of the Customer: User and Admin Personas

Customer Value and its Elements, Customer Value Analysis, Customer Value Deployment, Evolution of Customer Values: Blue Ocean Strategy, Capturing the Voice of the Customer

Proactive Customer Information Gathering- Ethnographic Methods

What are Ethnographic Methods< Ethnographic Research Project Planning, Ethnographic Project Execution

Quality Function Deployment (QFD)

History of QFD, QFD Benefits, Requirements, and Practicalities, QFD Methodology Overview, Kano Model of Quality, QFD Analysis

Value Engineering

Overview of Value Engineering, Information Phase, Creating Phase, Evaluation Phase, Planning Phase, Reporting Phase, Implementation Phase

Customer Value Creation Through Creative Design (TRIZ)

Theory of Inventive Problem Solving (TRIZ), TRIZ Fundamentals, TRIZ Problem -Solving Process, Statistica Basics and Six Sigma Metrics

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3,4	50.00	Week 30
Project	n/a	1,2,3,4	50.00	n/a

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>
Lecture	Every Week	2.00
Independent Learning	Every Week	1.50
Total Hours		3.50

