

Enterprise Management for Computer Scientists

MCEL 30031

Credit rating 10

Unit coordinator: Lee Webster

Alliance Manchester Business School

Undergraduate

Level 3

Course unit overview

The unit enables students to critically analyse a range of issues that business managers face using several business tools and techniques. The tools are explained in lectures and students are then encouraged to apply them in separate case study sessions. Analysis often reveals a number of conflicting factors and students are required to make judgements based on evidence that justifies their decisions.

Aims

The unit aims to:

- Explore the role of enterprises competing in a market.
- Critically evaluate the issues to be considered in developing and bringing to market a knowledge based idea.

Employability skills

Other

The unit develops key employability skills including information literacy, reflective practice, time management, critical thinking, decision making and communication skills. The underpinning ethos of the unit is for students to think like a professional person.

Syllabus

Strategy, the Market and Planning (1)

- What does a business do?
- The external macro environment
- Industry analysis

PESTEL Case Study

Strategy, the Market and Planning (3-4)

- Competitor analysis
- Positioning within a market
- Marketing strategy, incl. the 4 Ps
- Product development and renewal

Directed Reading - forms of business and funding

Strategy, the Market and Planning (5)

- Marketing Research
- Business Sustainability

Technology Exploitation

- Developing and protecting intellectual property

Teaching and learning methods

Lectures

The unit will be delivered as a series of lectures with case studies and in- class activities for students to work on both alone and in small informal groups.
The lecture will be supported by Blackboard including lecture notes, case studies, resource web links, discussion boards and wikis.

Assessment methods

Formative assessment: - marks not used
Task related to assignment
Summative assessments: Reflective log 2000 words - 30%
Business Report 2000 words - 70%

Feedback methods

- Attending lectures, joining discussions about case studies and doing short work tasks set within the lecture session.
- Your lecturer will reply to brief individual questions at the end of each lecture session, if there are a few minutes to spare.
- Your lecturer will provide brief replies to your e-mailed enquiry.
- Your lecturer may feedback messages to the whole class via Blackboard if the point that you have raised could be of benefit to the whole class.

Requisites

Available to Computer Science students ONLY.

This unit cannot be taken with MCEL30001/MCEL30002 or MCEL30011/MCEL30012.

Recommended reading

Main Texts

- "Exploring Corporate Strategy", G Johnson, K Scholes and R Whittington, Published by Prentice Hall
- "The Business Enterprise Handbook", Colin Barrow, Robert Barrow, Liz Clarke, Published by Kogan Page

Recommended Reading

- "Competitive Strategy", Michael Porter, Free Press
- "Marketing Research for Managers", Crouch & M Housden Butterworth-Heinemann

Additional References

- "Strategic Entrepreneurship - A Decision Making Approach". Philip Wickham, Published by Prentice Hall
- "Principles and Practice of Marketing", David Jobber, Published by McGraw-Hill 2001 ISBN 0077096134

Scheduled activity hours

Lectures 24

Independent study hours

76 hours

Additional notes

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Timetable <https://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Timetables.aspx>

For Academic Year

Updated:

Approved by: