

Module Details	
Module Title	Competitiveness Through Technology And Innovation (DL)
Module Code	OIM7030-B
Academic Year	2023/4
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	25
Groupwork	75
Directed Study	50
Independent Study	50

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Academic Year (Non-Standard)
DLA	University of Bradford / Semester 3

Module Aims
To provide you with the understanding of contemporary issues surrounding technology and its effects upon the future of work.

Outline Syllabus
System Thinking; System Design, Design Thinking and Innovation; Data; Knowledge; Technological agility and responsiveness; Technology as business enabler and disrupter.
Innovative Business Models for the 21st Century The Global Supply Chain and Distributed Organisations; Blockchain; The Circular Economy and Reverse Logistics; The Digital Revolution; Project Management; Agile and Lean Project Management; Economics of Information.
The Internet of Things; Automation and Synchronisation; Big Data, Data Analytics and Business Intelligence; Artificial Intelligence and Machine Learning; Organisational Sustainability and Resilience; Data Security and Cybercrime.

Learning Outcomes	
Outcome Number	Description
1	Critically evaluate the central role of technology and innovation within the business environment and how they impact upon business performance, competitiveness and sustainability.
2	To synthesise the exponential, combinatorial and digitisation elements of emerging technologies and critically reflect on how these create and/or capture value.
3	To critically examine the legal, ethical, social, and moral considerations involved in the use of emerging technologies
4	To demonstrate critical reflection on the impact of emerging technologies within the workplace and professional settings

Learning, Teaching and Assessment Strategy
<p>Learning will be directed, supported, and reinforced through a combination of online lectures, groupwork activities, presentations, online activities, as well as through personal research and directed and self-directed study. These activities will all be further supported through online engagement and the virtual learning environment.</p> <p>Directed study will specifically make use of the study books, cases studies and videos, with interaction being maintained through on-line discussion boards and formative activities. The students will also be directed to further on-line activities and resources from the virtual learning environment.</p> <p>To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings and video resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. This relates to module learning outcomes 1 and 2.</p> <p>The interactive, student-led approach will allow students to reflect on their learning further applying key academic and practitioner based frameworks thereby gaining a critical understand</p> <p>Students have the opportunity to complete a formative assignment plan of their summative assessments, which will allow them to prepare for their final assessments. After completing a draft outline (up to 500 words) students receive collective feedback on their plans/outlines.</p> <p>The individual written assignment assesses learning outcomes 1-3 and is designed to test students understanding of the subject and explores a number of areas within the module by applying their learning to real case contexts. The individual presentation specifically concerns their own professional settings, thus helps achieve learning outcome 4.</p> <p>Students have the opportunity to complete a formative assessment plan, relating to LOs 1 and 2. After completing a draft outline (up to 500 words) students receive collective feedback on their proposals.</p> <p>The individual assignment assesses all module learning outcomes and is designed to test students understanding of the subject and explores a number of areas within the module by applying their learning to a real company.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Written Assignment (0-4000 words)	100%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

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