



Module guide:

2.3: New Technologies

Programme: BA (Hons) Professional Management

Module details

Module title: New Technologies
Module code: 2.3
Module level: 5
Credit value: 20
Assessment: Assignment, reflective review, portfolio evidence
Learning duration: 7 weeks

Introduction

Welcome to this module on New Technologies. This is your reference guide to the content and assessment of this module.

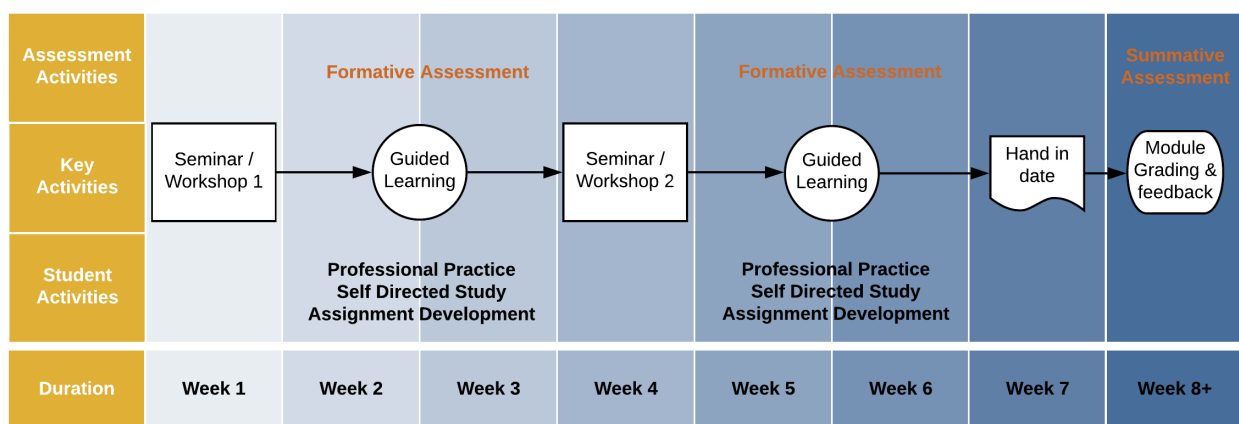
By successfully completing this module, you will be able to:

- 2.3 (1) Evaluate the impact of current and predicted future digital technologies on organisations
- 2.3 (2) Assess innovation and enterprise within own organisation
- 2.3 (3) Evaluate knowledge management culture within an organisation
- 2.3 (4) Research creative and innovative improvements to existing products and services based on benchmarking techniques.

In order to achieve these learning outcomes, you will need to demonstrate you can evaluate the impact of current and predicted future digital technologies on organisations. Your tutor is there to guide and support you throughout this module, offering advice and guidance where applicable.

Learning strategy

The learning outcomes will be achieved through a combination of seminars, workshops, tutorials, self-directed study, professional practice and reflective review. The learning journey for this module is illustrated below:



Module guidance

In order to complete this module, you will be required to provide the following:

1. A written assignment of no more than 2000 words.
2. A reflective account of your assessment of innovation and enterprise within your own organisation
3. Three pieces of portfolio evidence consisting of:
 - Analysis of qualitative and quantitative data to improve existing products or services
 - Benchmarking data
 - Observation of creative and innovative approaches to recommending improvements to products or services.

Assessment guidance

This module will be assessed through an assignment demonstrating your understanding of new technologies and knowledge culture within your own organisation. You will reflect on innovation and enterprise and come up with some improvements to existing products or services linked to benchmarking techniques.

The table below provides an overview of the assessments and how they will be used towards your overall module grade.

Components	Assessment method	Learning outcome	Overview of activity	Marking scheme
Assessment 1	1. Assignment (report)	2.3 (1) 2.3 (3)	Complete a report demonstrating your understanding of future digital technologies on organisations and an evaluation of knowledge management culture within an organisation.	Marked and graded (40% pass mark)
Assessment 2	1. Reflective review	2.3 (2)	Reflection activity of innovation and enterprise within own organisation.	Threshold (A pass must be achieved)
Assessment 3	Portfolio evidence: 1. Analysis of data 2. Benchmarking data 3. Observation report	2.3 (4)	Gather evidence for your portfolio in order to show that you are able demonstrate creative and innovative improvements to existing products or services linked to benchmarking techniques.	Threshold (A pass must be achieved).

You will be required to complete all 3 components and achieve a pass for each in order to successfully complete the module.

Before you start...

What is expected of you:

- Read through and make sure you understand the requirements of the module. Please feel free to ask your tutor any questions if you are not sure or require further clarification. This can be done in person, by email or telephone.
- Ensure that you are aware of hand in dates for your work. If you feel you will not be able to meet these deadlines, please discuss with your tutor who may be able to arrange for an extension. It is essential that you allow time for this and not leave it until the last moment unless of extenuating circumstances.
- Always keep a soft or hard copy of your work.
- Ensure you have completed your individual self-reflections.
- Ensure you have completed all tasks within the allocated timescale. It is highly recommended that you attend the tutorial sessions and keep in touch with your tutor who will support you through your module. If we are not aware of problems you may be having, we will not be able to help you.

Assessment 1

Assessment type: Assignment (report)

Learning outcome: 2.3 (1) Evaluate the impact of current and predicted future digital technologies on organisations

Overview: 2.3 (3) Evaluate knowledge management culture within an organisation
Complete a written report demonstrating your understanding of current and predicted future digital technologies and management culture within an organisation

Marking scheme: Marked and graded

Task:

You are required to complete an academic report of no more than 2000 words demonstrating your knowledge of digital technologies. This should be presented electronically in Microsoft Word format, and include:

- Referencing in the Harvard style
- A full reference list
- A bibliography of reading and research you have carried out

Your report should provide a response to the following three instructions:

1. Provide an evaluation of the impact of current and predicted future digital technologies on organisations
2. Provide an evaluation of knowledge management culture within your own organisation
3. Recommend improvements to improve knowledge management culture within your own organisation that is linked to best practice

Marking and grading

Your assignment will be marked and graded in line with UCQ's marking and grading guidelines which are in your student handbook. Specific to this task, you will be scored on the task elements detailed above, and summarised as follows:

1. Report structure and inclusion of the specified elements (word count, referencing, bibliography)
2. Evaluation of impact of current and predicted future digital technologies on organisations
3. Evaluation of knowledge management culture within your own organisation and improvements to practice
4. Use of and appropriate referencing of research sources

You will need to achieve a minimum pass of 40% in this assessment. A summary of the specific criteria that will be used to grade your work is shown in the table below.

Grade type	Grade criteria	% band
Excellent pass	<ul style="list-style-type: none"> Professionally produced academic report demonstrating accurate formatting including all required elements to a high standard with few errors A critical evaluation resulting in reasoned judgements relating to the impact of a wide range of current and future digital technologies on organisations A critical evaluation based on a thorough analysis of knowledge management culture showing very clear links to your own organisation Comprehensive and detailed evidence of wider reading and research linked to culture and knowledge management Accurate evidence of referencing using the correct Harvard referencing as in-text references, bibliography and references list. 	70%+
Very good pass	<ul style="list-style-type: none"> Professional academic report demonstrating mainly accurate formatting including many of the required elements to a high standard with some errors A thorough evaluation resulting in some reasoned conclusions of the impact of a range of current and future digital technologies on organisations A detailed analysis of knowledge management culture with some links to your own organisation Detailed evidence of wider reading and research showing some links to culture and knowledge management Mainly accurate evidence of referencing using the correct Harvard referencing as in-text references, bibliography and references list. 	60%-69%
Good pass	<ul style="list-style-type: none"> Academic report demonstrating some accurate formatting including most of the required elements to a good standard with some errors. Broad evaluation resulting in some conclusions to be drawn showing the impact of a narrow range of current and future digital technologies on organisations Broad analysis of knowledge management culture showing some links to your own organisation Some evidence of wider reading and research linked to culture and knowledge management Some accurate evidence of referencing using the correct Harvard referencing as in-text references, bibliography and references list. 	50%-59%
Pass	<ul style="list-style-type: none"> Academic report demonstrating some formatting and including some of the required elements to a good standard with few errors. A basic evaluation of the impact of at least one current and one future digital technologies on organisations A good description of knowledge management culture showing limited links to your own organisation Limited evidence of wider reading and research linked to culture or knowledge management Limited evidence of accurate referencing using the correct Harvard referencing as in-text references, bibliography and references list. 	40%-49%

Fail	<ul style="list-style-type: none">• Poorly produced academic report with limited correct formatting including few of the required elements with many errors.• Weak description of the impact of at least one current and one future digital technologies on organisations• Weak description of knowledge management culture with little or no links to your own organisation• Little evidence of wider reading and research linked to culture or knowledge management• Little or no evidence of correct referencing using the correct Harvard referencing as in-text references, bibliography and references list.	0%-39%
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Assessment 2

- Assessment type:** Reflective review
Learning outcome: 2.3 (3) Assess innovation and enterprise within your own organisation
Overview: Reflective review exercise on innovation and enterprise
Marking scheme: Threshold (A pass must be achieved)

Task

You are required to complete a reflective review for this module that demonstrates the extent to which your own organisation demonstrates innovation and enterprise.

A template will be provided for this asking you to discuss what you have found out from your assessment of innovation and enterprise within your own organisation allowing you to reflect on this experience, learn from the experience and then plan and try out what you have learned. There is no formal word count for this task, but as a guide, 750 words in total would be appropriate.

1. Reflect on your assessment of innovation and enterprise within own organisation.

Marking and grading

Your reflective review is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Presentation of your reflective review	<ul style="list-style-type: none"> ▪ Use of a clear structure ▪ Accurate spelling and grammar ▪ Visually appealing presentation
Summary of new learning	<ul style="list-style-type: none"> ▪ Personal account that is informed from reading/theory ▪ Accurately referenced
Reflective review content	<ul style="list-style-type: none"> ▪ Appropriate to module ▪ Your own personal experience ▪ Reflecting on a situation and discussing it
Action plan	<ul style="list-style-type: none"> ▪ Clear structure ▪ Accurate spelling and grammar ▪ SMART objectives for action plan as to how your own organisation can improve innovation and enterprise ▪ Review period for action plan ▪ Linked to ongoing personal development

Assessment 3

- Assessment type:** Portfolio evidence
- Learning outcome:** 2.3 (4) Research creative and innovative improvements to existing products and services based on benchmarking techniques.
- Overview:** Gather evidence for your portfolio in order to show that you are able to understand and apply benchmarking, creative and innovative techniques to improve existing products or services
- Marking scheme:** Threshold (A pass must be achieved)

Task

You are required to complete portfolio tasks and collect evidence to demonstrate your knowledge and understanding of the subject area. Each of the three individual tasks are detailed below.

1. Work product evidence

You will be asked to gather a range of evidence that has naturally occurred in the workplace as a result of day to day activities taking place, specifically related to analysing qualitative and quantitative data to make decisions.

The evidence you chose to gather is at your discretion, but typically evidence may include:

- Qualitative research
- Quantitative research
- Analysis of data
- Summary of findings

In all instances, the evidence must show your own individual contribution and how you have used data to make recommendations to improve products or services. Against each item of evidence, you should provide a brief description and a justification of why you have included it to demonstrate your skills.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Gathering of evidence	At least three separate pieces of evidence have been gathered and described.
Justification	Each piece of evidence has had its inclusion justified in terms of how it demonstrates the use of data in decision making.

2. Work product evidence

You will be asked to gather a range of evidence that has naturally occurred in the workplace as a result of day to day activities taking place, specifically related to benchmarking data. The evidence you chose to gather is at your discretion, but typically evidence may include:

- Benchmarking data
- Benchmarking techniques
- Summary of findings

In all instances, the evidence must show your own individual contribution and how you have benchmarked your data using appropriate tools and techniques. Against each item of evidence, you should provide a brief description and a justification of why you have included it to demonstrate your skills.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Gathering of evidence	At least three separate pieces of evidence have been gathered and described.
Justification	Each piece of evidence has had its inclusion justified in terms of how it demonstrates the use of benchmarking data/techniques.

3. Observation

Arrange a formal observation to take place with your tutor. This will take place in your workplace and observe how you have recommended improvements to existing products or services using creative and innovative approaches.

The focus of the observation will be on how you have made these improvements. This observation will last for approximately one hour and will result in a written report being produced by your tutor.

You will be asked to use this report in order to identify areas for improvement and personal development, which you will link to your degree apprenticeship individual learning plan.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Creative and innovative improvements	Demonstrate that you can apply a range of creative and innovative improvements to recommend improvements to existing products and services.

Module reading list

Bones, C, Hammersley, J (2015) *Leading Digital Strategy: Driving Business Growth Through Effective E-commerce*. 1st ed. Palgrave Macmillian, London.

Chaffey, D. (2014) *Digital Business and E-Commerce Management*. 6th ed. London. Pearson.

Hislop, D. (2013) *Knowledge Management in Organisations: A Critical Introduction*. 3rd ed. Oxford University Press. Oxford.

Juma, C. (2016) *Innovation and Its Enemies: Why People Resist New Technologies*. 1st ed. OUP USA Press.

Skilton, M. (2015) *Building the Digital Enterprise: A Guide to Constructing Monetization Models Using Digital Technologies*.

Taylor, D. (2015) *The Secrets of Big Business Innovation*; 1st ed. Harriman House.

E Learning Resources

<http://www.managers.org.uk>

<https://www.gov.uk/business-knowledge-management>

http://www.strategyand.pwc.com/global/home/what_we_do/services/it

<http://www.mckinsey.com/business-functions/business-technology/our-insights>

<http://www.pwc.com/us/en/advisory/business-digital-technology-trends.html>

<http://www.digitaltrends.com/business/>