

## MODULE DESCRIPTOR

### Module Title

Pirates of the SoC

Reference	CM3141	Version	1
Created	November 2023	SCQF Level	SCQF 9
Approved	April 2024	SCQF Points	15
Amended		ECTS Points	7.5

### Aims of Module

To create a product that has a product-market fit within the student's respective area of expertise.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Demonstrate the ability to identify and evaluate new venture opportunities, demonstrating proficiency in recognising market needs and innovation potential.
- 2 Assess the skills to interpret customer needs, and quantify and communicate a compelling value proposition with a thorough understanding of customer-centric strategies.
- 3 Assess proficiency in crafting winning business plans and scaling startups for global success, integrating strategic thinking, operational planning, and sustainable growth strategies.
- 4 Demonstrate progress from low-fidelity to high-fidelity prototyping, showcasing a comprehensive understanding of the iterative development process in entrepreneurial ventures.

### Indicative Module Content

Market Segmentation, High Level Product Specifications, Charting competitive position, Mapping process to a paying customer, Business Model Generation, Setting prices, Testing Assumptions, Value Proposition Design

### Module Delivery

Students will be directed to key readings with key elements highlighted in the lectures. The lab time will be used to put the concepts into practice. During the labs, students will have the opportunity to work in their groups to further develop their ideas where they will receive continuous formative feedback.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	A team-based coursework assignment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of component 1 (C1). An overall minimum grade of D is required to pass this module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	CM3130 Interdisciplinary Team Project
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 Aulet, B., Disciplined Entrepreneurship (2013). Wiley.
- 2 Osterwaler, A., and Pigneur, Y. (2010) Business Model Generation. Wiley.
- 3 Osterwaler, A., and Pigneur, Y. (2014) Value Proposition Design. Wiley.
- 4 Fitzpatric, R. (2013) The Mom Test. Self-Published.
- 5 <https://www.d-eship.com/>