

BLENDABLE FLIPPED & FRIED: FusionMAP

Research Design, Data Capture/Management, Analysis, Open Sharing, Publication

Practitioner Co-created New
Business Ideas & Concepts

PhD Investigation: Concurrent and
Simultaneous Learning Media Use

Real-World Business Models & Plans
Student-to-Student Support Videos

BMC/Lego Serious Play System
Co-creation Workshop Design

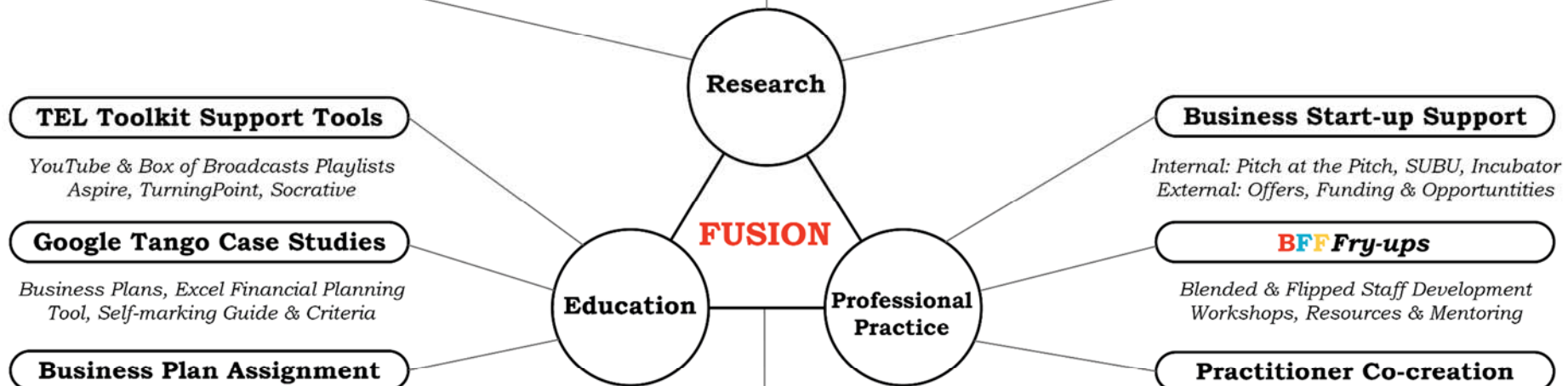
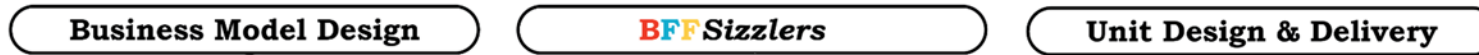
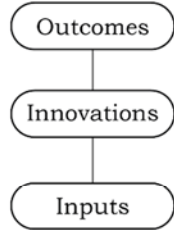
Blended & Flipped Learning
Media Design & Production

Practitioner Co-creation, Personalised
Learning & Excel Financial Planning Tool

Business Model Canvas (BMC), Lego
Serious Play Training & Practitioners

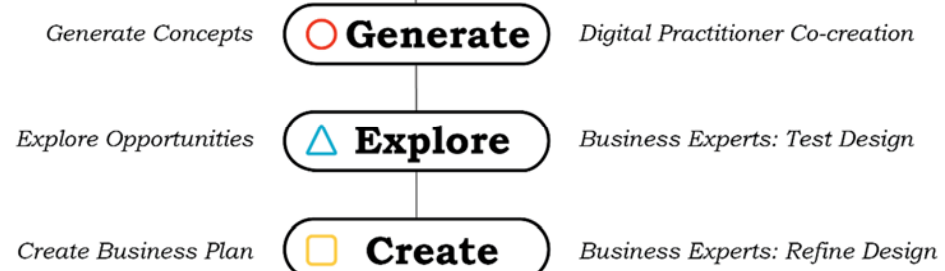
Adobe Creative Cloud Suite, Training,
Media Resources, Panopto, D2L VLE

Digital Practitioners, Case Studies,
GEC Process & Assessment Design



- TEL Toolkit Support Tools**
YouTube & Box of Broadcasts Playlists
Aspire, TurningPoint, Socrative
- Google Tango Case Studies**
Business Plans, Excel Financial Planning
Tool, Self-marking Guide & Criteria
- Business Plan Assignment**

- Business Start-up Support**
Internal: Pitch at the Pitch, SUBU, Incubator
External: Offers, Funding & Opportunities
- BFF Fry-ups**
Blended & Flipped Staff Development
Workshops, Resources & Mentoring
- Practitioner Co-creation**



Keith Pretty, March 2017

Appendix B: Business Development & Enterprise Teaching Scheme

Faculty of Science and Technology

Course	Department of Computing & Informatics	Level	6
Unit Title	Business Development and Enterprise 2017-18	Unit Leader	Keith Pretty

Wk No	w/c	Topic Sizzlers	Lecture Session (2 hours)	Seminar Session (1 hour)	Assignment Sizzlers	Unit ILO
11	18 th Sept	Getting started with BDE	<i>No timetabled session</i>	<i>No timetabled session</i>	Reviewing the brief and supporting materials	1, 2, 3, 4, 5
Generate Ideas and Concepts						
12	25 th Sept	Exploring creativity, innovation, entrepreneurship and digital opportunities	Idea generation workshop	Refining and short-listing ideas guided activities	Identifying your own digital innovation concept	1, 2
13	2 nd Oct	Using the Business Model Canvas & introducing the Excel tool	Business model generation workshop	Case study and Excel financial planning tool guided activities	Creating your own Business Model Canvas'	1, 2, 4
14	9 th Oct	Creating a short-list and business models canvas'	Digital practitioner co-creation workshop - refining concepts and models	Digital practitioner co-creation workshop - refining concepts and models	Refining your business model using the practitioner feed-forward	1, 2, 3, 4, 5
Explore Commercial Opportunities						
15	16 th Oct	Tools for identifying the business environment and market potential	Market research and analysis workshop	Market research and analysis guided activities	Identifying and estimating potential market volumes and pricing	3
16	23 rd Oct	Fundamentals of financial accounting and analysis	Financial accounting and analysis workshop	Financial accounting and analysis guided activities	Adapting the Excel financial planning tool to your cost structure and projections	4
17	30 th Oct	Identifying and assessing business risk using SWOT analysis	Digital practitioner co-creation workshop – refining projected volumes, pricing and costs	Digital practitioner co-creation workshop – refining projected volumes, pricing and costs	Refining your market and risk analysis using the practitioner feed-forward Assignment Part One submission	1, 2, 3, 4, 5

18	6 th Nov	Testing market projections and pricing with the Excel financial planning tool	<i>Independent study week</i> <i>No timetabled session</i>	<i>Independent study week</i> <i>No timetabled session</i>	Refining the connections between market projections and financial projections	1, 2, 3, 4
19	13 th Nov	Exploring Intellectual Property (IP) protection types and their use	Festival of Enterprise 2017 <i>No timetabled session</i>	Festival of Enterprise 2017 <i>No timetabled session</i>	Clarifying your value proposition and IP considerations	1, 2, 3, 4, 5
Create Business Plan						
20	20 th Nov	Identifying and creating SMART business objectives	Marketing strategy and planning workshop	Marketing strategy and planning guided activities	Linking projections to your SMART business objectives Assignment Part One feed-forward	3
21	27 th Nov	Exploring realistic and sensible funding scenarios using the Excel planning tool	Funding strategies and financial planning workshop	Excel financial planning tool guided activities	Refining your Excel financial tool to balance costs, volumes, pricing and funding	3, 4
22	4 th Dec	Telling a clear and connected story for business success	Digital practitioner co-creation workshop – refining the final business design	Digital practitioner co-creation workshop – refining the final business design	Refining your business plan using the practitioner feed-forward	1, 2, 3, 4, 5
23	11 th Dec	Writing a gripping Executive Summary	Assignment on demand support	Assignment on demand support	Writing your Executive Summary connecting the value proposition to the market and financial plans	1, 2, 3, 4, 5
24, 25, 26: Christmas						
27	8 th Jan	Taking stock, pulling the story together and avoiding any unnecessary panic	Assignment on demand support	Assignment on demand support	Checking and refining the final draft of your business plan before finalizing the Executive Summary	1, 2, 3, 4, 5
28	15 th Jan	BDE feedback and support for next years' students	<i>No timetabled session</i>	<i>No timetabled session</i>	Assignment Part Two submission	-

Keith Pretty, June 2017