



MODULE SPECIFICATION

UTB School of Business

Last Updated (12/09/16)

- 1. Module Title**
Technopreneurship (Faculty of Engineering)
- 2. Module Code**
BE
- 3. Number of credits**
10
- 4. Level**
1
- 5. Semester**
2
- 6. Pre-requisites for admission to the module (if any)**
Normal entry requirements
- 7. Module Coordinator**
Dr. Kamaruddin Abdulsomad
- 8. Aims**

The programme aims to encourage and develop the potential UTB engineering students to understand the process, challenges, risks and rewards of starting up a new technology-based business. This course equips them with the tools required to start-up their own businesses, by combining technical knowledge the students have received with the management of technological innovation. This course intends to improve their chances of successfully commercialize new ideas into new products in the market and enhancing their employability.

9. Summary of Content

Engineering students taking the Technopreneurship module will be exposed to **various basic issues** related to **start-up and planning of new technology-based (NTB) company**. The basic Technopreneurship themes such as business plan development, business idea generation, intellectual property, technology evaluation & commercialization, developing of new business models, investigations in Technopreneurship, management of technological innovation, the role of design, Innovation strategy for SMEs, innovation process, new product & service development.

10. Module Intended Learning Outcomes (MILOs)

Upon successful completion of this module, students will be able to:

No.	MILOs	Weighting (%)
1	Create business ideas through using technology component for successful commercialization of ideas into new products and services	25
2	Develop a business plan and to access its market opportunities of specific firms and industries	25
3	Generate entrepreneurship with creative problem-solving skills required in developing new businesses of the 21st century.	25
4	Formulate business models and strategies in adding value from innovation.	25

11. Teaching and Learning Activities (TLAs)

MILO No.	TLAs	Functions	Hours/Week
1,2,3,4	Lectures	Course instructors will introduce the key concepts of Technopreneurship and innovation through lectures.	2
1,2,3,4	Assignments for individual and group work	Tutorial sessions will introduce experiential forms of learning activities such as case studies, group discussion, presentations and peer review.	2

12. Assessment Tasks/Activities

MILO No.	Type of Assessment Tasks/Activities	Weighting (%)
1,2,3,4	Case Study	20
1,2,3,4	Seminars on special topics in Technopreneurship	20
1,2,3,4	Technopreneurship Project (Group Presentation)	60

13. Attendance Requirements

Students are required to attend all laboratory sessions, tutorials and lectures.

14. Contribution to Programme Intended Learning Outcomes

No	PILOs	MILO No
1	Approach to Learning: the acquisition and development of high level in-depth knowledge and understanding (particularly with respect to the field of Innovation and Technopreneurship and specific research area), including demonstrated evidence of independent critical thought and judgement and the ability to solve complex structured and unstructured problems.	1,2,3,4
2	Critical Thinking: the ability to think logically, analytically and critically, particularly with respect to the academic literature in the field of Innovation and Technopreneurship. Graduates will also be able to evaluate the implications of their own research	1,2,3,4

	findings for the wider body of relevant academic literature as well as, where appropriate, various stakeholders such as government, business and communities.	
3	Life-long Learning: the on-going pursuit of knowledge, including self-directed learning and an ability to undertake independent academic research and apply higher order problem solving skills. Graduates will also have an enhanced understanding of their potential to play a role in the wider academic community.	1,2,3,4
4	Communication Skills: the ability to synthesise academic literature and communicate their own research findings, both orally and in written form, to a standard consistent with that of academics working in the field of Innovation and Technopreneurship in cognate fields.	1,2,3,4
5	Interdisciplinary Knowledge: an awareness of how other academic subject areas have contributed to the development of Innovation and Technopreneurship and particularly the implications for their own specialize area.	1,2,3,4
6	Disciplinary Knowledge: an enhanced understanding of contemporary thought and developments within Innovation and Technopreneurship, particularly with respect to its own specialize area.	1,2,3,4
7	Business Community: Where appropriate in the context of research, an understanding of the political, social, economic and legal frameworks within which businesses operate, including the application of theoretical models and knowledge relating to business practice.	1,2,3,4
8	Global Perspective: an appreciation of the complexity of global scale political, economic, environmental, and social transnational relationships between Brunei Darussalam and other countries, particularly with respect to Innovation and Technopreneurship.	1,2,3,4
9	Ethics: a commitment to high standards of environmental, social and business responsibilities, including the implications of ethical codes and, where appropriate in undertaking primary research.	1,2

15. Grading of Student Achievement

Letter Grade	% Mark	Grade Definitions
A+	90-100	Excellent
A	80-89	
B+	75-79	Good
B	70-74	
C+	65-69	Adequate
C	60-64	
D+	55-59	Marginal
D	50-54	
F (Fail)	<50%	Fail

16. Resources

Primary text

No	Name of Author(s)	Year of Publication	Title of Book	Edition	Publisher's Name	ISBN
1	John Bessant and Joe Tidd	2011	Innovation and Entrepreneurship	2 nd	John Wiley & Sons, Ltd	978-0-470-71144-6

Secondary text

Online Resources

Case study from various sources