

Module code: MOD003695	Version: 1 Date Amended: 06/Sep/2013
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1. Module Title
Leading Projects: Managing Intellectual Capital

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
7	Standard (fine graded)

4a. Credits	4b. Study Hours
15	150

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>The more business becomes knowledge-based, the more there is need for expertise and business leadership around the management of intellectual assets, property and capital both domestically and internationally. A main challenge is to develop a new generation of international business leaders with modern skills and tools adjusted to analyse and manage the complexity involved in the creation and design of innovations, ventures and markets in a global context. This Module will provide learners with a sound knowledge and appreciation of the various ways in which project based issues are impacting organisations and providing managers with complex problem solving activities and challenging management programmes. Learners should be able to critically evaluate the impact of a range of leadership and project issues and how these are impacting organisations and institutions alike. The module will focus on the following core elements; • Effective Project management • Human Capital • Relational Capital • Structural Capital • Leadership The course covers a wide range of topics and fields of expertise to give learners a strong platform for multidisciplinary understanding of knowledge-based domestic and international business. The track encompasses areas such as business development, early innovation management, modern finance and active governance of legal frameworks. One of the main focuses for the design of this module has been the further development of relevant professional skills, the advancement of technology, globalisation and political and environmental changes as well as the development of collaborative international leadership for effective project development. Such skills are implicit in the learning outcomes. Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is written. Assessment There are a number of ways that formative progress will be assessed, including in class paper analysis; questions; one minute papers at the end of each class session; in class cases on successful and failed projects as a result of the quality of human contribution. This module will comprise a single summative assessment – an examination of THREE hours. This will be based on a pre-seen case study on asset management and leadership and to which student will be expected to appropriately address the issue within the case.</p>

6b. Outline Content
<p>- Nature, sources and mechanisms by which international organisations manage their Intellectual Capital in light of considerable change in the global environment - Early-stage research and innovation development requires a multidisciplinary understanding of knowledge-based business - Explaining and predicting management issues in terms of their impact upon corporate strategic development - Critical appraisal of issues arising and how managers and entrepreneurs can use this to strengthen competitive position - The rationale for choice of strategic development given an assessment of a range of options to deal with the changes being faced. - A critical assessment of the key techniques in project management to develop effective outcomes - A critical assessment of effective leadership and entrepreneurial techniques for successful outcomes - Learners will develop effective verbal and written communication skills using appropriate presentation aids. Learners will develop team-work skills through working as part of a team in order to produce and deliver a successful presentation. Learners will develop critical skills through identifying and analysing actual consumer behaviours and exploiting the tools and techniques discussed in the module. Learners will consider the international context throughout their study.</p>

6c. Key Texts/Literature

KEY TEXT Roos, G., Pike, S., Fernstrom, L. (2010) Managing Intellectual Capital in Practice, 7th Edition Elsevier SUPPLEMENTARY TEXTS Teece, D. (2002) Managing Intellectual Capital; Organisational, Strategic and Policy Dimensions, 8th Edition Oxford University Press Lytra, M.D and de Pablos P.O. (2007) Knowledge Ecology in Global Business: Managing Intellectual Capital 6th Edition SAGE Matsuura, J. (2009) Managing Intellectual Assets in the Digital Age, 2nd Edition, Artech House Spinello, A., Tavani, H. (2005) Intellectual property Rights in Networked World: Theory and Practice, 5th Edition, IGI Global Antonakis, J., Day, D., (2011). The Nature of Leadership, 2nd Edition, Sage Publication Kouzes, K., Posner, B., (2012) The Leadership Challenge, 5th Edition, Jossey-Bass Kotter, J., (2012) Leading Change, 23rd Edition, Harvard Business Review Press

Last Updated:

6d. Specialist Learning Resources**7. Learning Outcomes (threshold standards)**

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Apply knowledge and understanding of complex and newly emerging international strategic project management issues and utilise creative and innovative approaches to implement measurable improvements in intellectual capital management within this international context
2	Knowledge and Understanding	Demonstrate the relationship between theory and professional practice, challenging the relevance and appropriateness of literature in the context of capital management issues and international challenges
3	Intellectual, practical, affective and transferrable skills	Demonstrate an awareness of examples of innovative international leadership from the perspective of influencing and supporting key stakeholders.
4	Intellectual, practical, affective and transferrable skills	Make sound and informed judgements and decisions on important complex ethical and professional issues related to international entrepreneurial management in this sector

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	24	1-4	Seminars
Student managed learning	126	1-4	N/A
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Examination	1-4	100 (%)	Fine Grade	30 (%)
Details:	EXAMINATION: 3 HOURS				

In order to pass this module, learners are required to achieve an overall mark of 40% In addition, learners are required to (a) for each element of fine graded assessment listed above, achieve a minimum mark of 30% (or higher - see Module Guide) and (b) pass any pass/fail elements

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment of as specified above

(b) pass any pass/fail elements