

Module code: MOD007232		Version: 1 Date Amended: 14/Feb/2020	
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1. Module Title	
Prototype and Testing	

2a. Module Leader	
Ekene Okwechime	

2b. School	
School of Management at Anglia Ruskin University	

2c. Faculty	
Faculty of Business and Law	

3a. Level	
5	

3b. Module Type	
Standard (fine graded)	

4a. Credits	
15	

4b. Study Hours	
150	

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

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Unusually, this is the module where it is quite acceptable to fail! Entrepreneurial thinking leads to ideas that may progress to prototyping and testing. You'll develop the prototype, working with designers/manufacturers, and see an idea come to life. We work with local organisations to give you the chance to experiment (and fail) with the development of a new product. External visits will include exciting opportunities like using 3D printers, visiting scientific and technical organisations in Cambridge's Science Park; speaking to real entrepreneurs who have tested and revised their products; finding out how injection moulding works; learning how to design an app; briefing designers; and so on... You will create a prototype, test whether it meets your set objectives, and plan interventions. Your prototype and accompanying portfolio could be an invaluable tool to show potential employers and showcase your entrepreneurial spirit.

6b. Outline Content

The principles of experimentation in innovation and entrepreneurialism;

From ideation to prototype and testing;

Briefing the technician – how to develop prototypes;

Developing the prototype: 3D printing; app builder; injection moulding;

The research process: testing; analytics/research; live lab work; user experience; A/B testing;

Building the wobbly bridge: testing the prototype; interventions; focus groups;

Learning from experts: the entrepreneurs' experience (guest speakers);

Next steps: manufacturers; product development; funding options; intellectual property; building social capital.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Access to specialist resources with external organisations.

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	Understand the theoretical principles of prototyping and testing in the fields of innovation and entrepreneurship;
2	Knowledge and Understanding	Understand how to draw on research to improve a prototype product;
3	Intellectual, practical, affective and transferrable skills	Identify interventions to improve a prototype product;
4	Intellectual, practical, affective and transferrable skills	Develop a prototype product to meet a set of objectives.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	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	11	1-3	Lectures x 11 1hr
Other teacher managed learning	27	1-4	Seminars x 12 1hr Entrepreneurial experiences/ project work (15 hours minimum)
Student managed learning	112	1-4	Canvas activities, wider reading, notes, assessment work, etc.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	40 (%)	Fine Grade	30 (%)
Prototype Project Log (equivalent to 1,200 words) – reflective document on the process of prototype development developed during the module.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	60 (%)	Fine Grade	30 (%)
Prototype & Learning Portfolio (up to 1,800 words) - collection of prototypes developed during the module.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]