




MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional, Occupational and Business Studies		
Module Code	UZZY54-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Health and Applied Sciences	Field	Allied Health Professions
Department	Allied Health Professions		
Contributes towards	BSc(Hons) Optometry		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>In this module, students will examine working legal frameworks within which professional optometry practitioners work in the UK; the Opticians' Act and its implementation by the General Optical Council and the framework of the NHS with particular emphasis on the General Ophthalmic Service and Primary Care.</p> <p>Students will critically consider negligence, ethics, and the responsibility of care to patients, and be introduced to the responsibility towards employees and suppliers. The rights of the consumer with optical products and services and the Law of Contract and Tort will also be explained.</p> <p>This module will also cover the operation of an optometric practice, how to start and grow an optical business, and how to be an optical entrepreneur.</p> <p>Occupational vision will be scrutinised, and students will learn the regulations and standards for eye protection, lamps and lighting, vision screening (display screen equipment), driving and ocular injuries.</p> <p>This module will typically be delivered by weekly contact lectures, online learning and group work sessions.</p>

Part 3: Assessment: Strategy and Details			
<p>Component A: will be a 40 minute (total) Business Proposal Presentation whereby a student will create a hypothetical optical business plan and present it to a panel of stakeholders. Students will be questioned on their plan by the stakeholders as part of the assessment. Students will need to consider current legislation together with vision screening and eye protection provisions for their hypothetical employees.</p> <p>Rationale: students will be able to exhibit their knowledge of how an optical business will work, the legalities that need to be considered, and how to make the business unique and sustainable in order to directly apply this to their own future practice developments.</p> <p>Formative assessment: Students will be able to engage in drop-in workshops and draft assignment reviews, in addition to obtaining feedback through module activities.</p>			
Identify final timetabled piece of assessment (component and element)		Component A	
% weighting between components A and B (Standard modules only)		A:	B:
First Sit			
Component A (controlled conditions) Description of each element			Element weighting
1. Business presentation			100%
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element			Element weighting
1. Business presentation			100%
Part 4: Learning Outcomes & KIS Data			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the law in relation to the practice of optometry and the responsibilities of patient care (Component A). • Articulate knowledge of the operation of an optometric practice, including the rights of the consumer of optical products and services, and professional ethics (Component A). • Create an enterprising business proposal (Component A). • Understand the vision considerations facing individuals within working and driving environments, the various devices used for eye protection, and the design concepts of vision screening instruments and strategies. (Component A). 		

<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<p style="text-align: center;"><u>Key Information Set - Module data</u></p> <p><i>Number of credits for this module</i> 15</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="width: 10%;">Hours to be allocated</th> <th style="width: 20%;">Scheduled learning and teaching study hours</th> <th style="width: 20%;">Independent study hours</th> <th style="width: 20%;">Placement study hours</th> <th style="width: 30%;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p style="text-align: right;"></p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>100%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	0%	Practical exam assessment percentage	100%		100%
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																	
150	36	114	0	150																	
Total assessment of the module:																					
Written exam assessment percentage	0%																				
Coursework assessment percentage	0%																				
Practical exam assessment percentage	100%																				
	100%																				
<p>Reading List</p>	<p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. Current advice on reading will be available via the online module reading list.</p> <p>https://uwe.rl.talis.com/lists/B925421D-5BC9-A66D-A028-8525E370BE7E.html</p>																				

FOR OFFICE USE ONLY

First CAP Approval Date	26 October 2017			
Revision CAP Approval Date		Version	1	MIA 10695