



Module Specification

Professional, Occupational and Business Studies

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Part 1: Information

Module title: Professional, Occupational and Business Studies

Module code: UZYY54-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Health & Applied Sciences

Department: HAS School of Health and Social Wellbeing

Partner institutions: None

Field: Allied Health Professions

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

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.

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.

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.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will typically be delivered by weekly contact lectures, online learning and group work sessions.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate an understanding of the law in relation to the practice of optometry and the responsibilities of patient care

MO2 Articulate knowledge of the operation of an optometric practice, including the rights of the consumer of optical products and services, and professional ethics

MO3 Create an enterprising business proposal

MO4 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

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 118 hours

Face-to-face learning = 36 hours

Total = 154

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uzyy54-15-2.html) via the following link <https://uwe.rl.talis.com/modules/uzyy54-15-2.html>

Part 4: Assessment

Assessment strategy: 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.

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.

Formative assessment: Students will be able to engage in drop-in workshops and draft assignment reviews, in addition to obtaining feedback through module activities.

Assessment tasks:**Presentation (First Sit)**

Description: Business presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Business presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Optometry [Glenside] BSc (Hons) 2022-23