



MODULE SPECIFICATION

Part 1: Information			
Module Title	Innovation and Enterprise for Conservation		
Module Code	USSKLR-15-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Health and Applied Sciences	Field	Applied Sciences
Department	Department of Applied Sciences		
Contributes towards	MSc Advanced Wildlife Conservation in Practice		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>The aim of this module is to provide a platform for students to gain an in-depth understanding of the importance for, and methods of, innovation and enterprise within the ecological sector.</p> <p>For many of the students on the course this will be their first experience of innovation, enterprise and business skills. Therefore the module will cover basic principles of business practice, focussing on the steps and mechanisms required to generate and finance an innovative yet feasible product or service.</p> <ul style="list-style-type: none"> - The need for money / innovation - What is entrepreneurship? Who are entrepreneurs? - Business structures: types of business (sole trader, partnership, public and private limited companies, charity, CIO, social enterprise); governance structures and legal requirements. - Identifying and developing opportunities: factors which make it possible to have a feasible business idea and find or spot important opportunities. - Business planning: creating a business/delivery plan. Raising finance through private, charitable and public funding mechanisms. Angel Investment vs venture capital. Crowd-sourcing funds and skills. - Marketing: importance of strong brand identity, clear messages, audience characterisation, Market segmentation, Market research, the role of technology in marketing, marketing planning, Social responsibility and marketing <p>Teaching will be a mixture of scheduled, independent, and distance learning.</p> <p>Scheduled learning includes lectures, seminars, tutorials, practical classes and workshops; fieldwork; external visits; external speakers. Independent learning includes hours engaged with essential reading, assignment preparation and completion etc.</p>

Students will spend 30 hours in face-to-face contact in a single four-day block. These direct contact hours will focus on the development of practical skills and analysis of real-world scenarios, and will offer opportunities for one-to-one and small group sessions with tutors to explore students' learning development, and enhance cohort identity. Group work and learning will be enhanced by the use of 'twilight' tasks, where students are given topics to research in their 'free' time within the teaching block, which they can then report on in a plenary session as the end of each teaching block. This formalised on-line contact will contribute a total of 6 hours toward the student's total contact time.

The remaining 114 hours will be spent in independent learning, and in particular on the planning, implementation, analysis and reporting of the business planning tasks that form the summative assessment for the module.

The majority of the theoretical component of the module will be presented through the delivery of lectures, seminars and feedback sessions online. The learning of lecture content will be reinforced through time spent in independent learning by the directed reading of recommended texts and through the use of technology enhanced learning resources that will be provided online. This online learning and engagement will be delivered through several avenues:

- Synchronous online tutorials where the students will contribute to online activities that are facilitated by an academic;
- Asynchronous discussions in the student's own time where they will engage/collaborate with other students on the course or in specified groups, and in which the academic is permitted to moderate where necessary, but is not expected to contribute.
- Synchronous surgery sessions timetabled for a specific time in which the academic will be available online to answer live questions via discussion boards/blogs/collaborate or to respond to questions posted/asked prior to the session.

Part 3: Assessment: Strategy and Details

The assignments are designed to provide students with the opportunity to develop hands-on experience of the steps needed to develop an innovative idea into an economically-rational, funded enterprise, applying newly gained knowledge and skills in business practice, entrepreneurship and economic theory. Opportunities for formative feedback and peer assisted learning will be provided to assist the students with the assessment.

Component A: Business Pitch

- Students will give a group pitch to a panel of "investors", describing an innovative product or service that benefits biodiversity.
- The pitch will describe the project, identify the market and characterise the route to development
- Indicative length: 10 minutes.
- The resit will be an individually-presented pitch covering the same topics.

Component B: Business Planning

- Students will produce an individual business plan for an innovative conservation product or service. The plan will cover essential aspects of the business planning process, for example Executive Summary; Market Analysis; Enterprise Description; Organization and Management; Marketing Strategies; Funding Requirements and Financial Forecasts.
- This is the controlled conditions assessment since each business plan will be unique to each student.
- Indicative content extent: Business plan: 3000 words

Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions)	Element weighting (as % of component)	

Description of each element																											
1. Group Business Pitch (10 minutes)		100%																									
Component B Description of each element		Element weighting (as % of component)																									
1. Business Plan (3000 words)		100%																									
Resit (further attendance at taught classes is not required)																											
Component A (controlled conditions) Description of each element		Element weighting (as % of component)																									
1. Individual Business Pitch (10 minutes)		100%																									
Component B Description of each element		Element weighting (as % of component)																									
1. Business Plan (3000 words)		100%																									
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.																											
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"> Critically discuss the structures and processes necessary for creating and running a business enterprise (B); Demonstrate advanced insight into the application of creativity and innovation, and its function within biodiversity conservation (A & B); Develop and practically experience what it means to behave entrepreneurially (A & B) Demonstrate an in-depth understanding of raising funds for projects through grant funding (A) 																										
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>		Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<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>																										

Total Assessment	Total assessment of the module:					
	Written exam assessment percentage				0%	
	Coursework assessment percentage				75%	
	Practical exam assessment percentage				25%	
				100%		
Reading List	https://uwe.rl.talis.com/lists/1CAE95C8-C335-791A-3B6F-73160A1DED1D.html					

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First ASQC Approval Date	30 th October 2018				
Revision CAP Approval Date		Version	1	RIA 12712	