



Module Specification

Innovation and Enterprise for Conservation

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Part 1: Information

Module title: Innovation and Enterprise for Conservation

Module code: USSKLR-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: None

Field: Applied Sciences

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: 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.

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching will be a mixture of scheduled, independent, and distance learning.

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.

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.

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

MO1 Critically discuss the structures and processes necessary for creating and running a business enterprise

MO2 Demonstrate advanced insight into the application of creativity and innovation, and its function within biodiversity conservation

MO3 Develop and practically experience what it means to behave entrepreneurially

MO4 Demonstrate an in-depth understanding of raising funds for projects through grant funding

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

Part 4: Assessment

Assessment strategy: 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.

Assessment 1 is a Business Pitch (Presentation)

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.

Assessment 2 is a business plan (Written Assignment)

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.

Assessment tasks:

Presentation (First Sit)

Description: Business Pitch (10 minutes)

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO2, MO3, MO4

Written Assignment (First Sit)

Description: Business Plan (3000 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Business pitch (10 minutes)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Written Assignment (Resit)

Description: Business Plan (3000 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Advanced Wildlife Conservation in Practice [Zoo] MSc 2023-24

Advanced Wildlife Conservation in Practice [Zoo] MSc 2023-24

Applied Wildlife Conservation [Zoo] MSc 2023-24

Applied Wildlife Conservation [Zoo] MSc 2023-24