STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Enterprise and Innovation		
Module Code	USSJM6-15-M	Level	Level 7
For implementation from	2021-22		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Health & Applied Sciences	Field	Applied Sciences
Department	HAS Dept of Applied Sciences		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
Overview: This module will introduce students to the process of innovation management as it applies to the healthcare technology sector. They will be taught all the essential aspects of the innovation pathway, from conceiving and testing innovative and creative ideas, through to exploiting them to achieve real world impact, be it economic or social. Students will use their healthcare technological innovation as a self-made case study, to which they can apply their learning in the innovation management process.   **Educational Aims:** The aim of this module will be to introduce students to the process of innovation management as it applies to the healthcare technology sector.   **Outline Syllabus:** •   Innovation and creativity   •   Intellectual property (IP)   •   The technological development processes   •   Project management   •   Risk management   •   Regulatory requirements

• Routes to exploitation	
• Business planning	
• Business management	

Teaching and Learning Methods: Lectures: This module will be delivered in integrated topic sections, where each section will provide the core knowledge that describes current business and innovation practices.

Tutorials: These lectures will be followed by a series of tutorials that support collaborative, interactive discussion, which will help inform and prepare for assessment.

Part 3: Assessment

There are two pieces of assessment an oral presentation with critical questioning (Component A) and a business plan (Component B).

COMPONENT A: The second piece of assessment will consist of an oral presentation (20 minute) by the group of their innovation and associated business plan. This will be followed by 10 minutes of critical questioning.

COMPONENT B: The first assessment (business plan) will involve teams of max. 4 students working as a team to develop an innovative healthcare technology concept. The group coursework will consist of a clearly defined exploitation plan delivered by a group of students, based on an innovative healthcare technology concept conceived by them (1500 words). The exploitation plan will be succinct, based on the Innovate UK approach. This will allow the group to work effectively as a team to distribute workload and allow each member to focus on a specific topic. Mid-point of module formative feedback will be given on their concept and business plan.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	50 %	Oral presentation (20 minutes) and critical questioning (10 minutes).
Written Assignment - Component B		50 %	Business Plan Report (1500 words).
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		50 %	Business Plan Report (1500 words).
Presentation - Component A	✓	50 %	Oral presentation (20 min) and critical questioning (10 minutes)

Part 4: Teaching and Learning Methods

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

Module Learning Outcomes	Reference
Appraise and evaluate their ideas through appropriate intellectual property pathways and commercialisation activity (Component B1)	MO1
Apply new critical thinking approaches to a defined technology development process, so as to allow effective progression of their ideas to the development of Healthcare Technologies (Components A1, B1)	MO2
Develop scientifically and technically rigorous project plans for the development of healthcare technologies, and effectively monitor the risks involved (Component B1)	MO3

	Critically evaluate the complexities of the regulatory environment associated with healthcare technology, and, with professional guidance, be able to apply the appropriate requirements to their use case (Components A1, B1)	MO4

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	*The reading list for this module can be accessed via the following link:* https://rl.talis.com/3/uwe/lists/B792C968-E049-C9C1-50BD-90CFF11BE99F.html	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

MSc Applied Transfusion and Transplantation Science MSc 2021-22

Duplicate of MSc Applied Transfusion and Transplantation Science MSc 2021-22

Health Technology [Sep][PT][Frenchay][2yrs] MSc 2020-21