Module Specification

Enterprise and Innovation

Version: 2020-21, v1.0, 19 Jul 2020

Contents

Part 1: Information

Module title: Enterprise and Innovation

Module code: USSJM6-15-M

Level: Level 7

For implementation from: 2020-21

UWE credit rating: 15

ECTS credit rating: 7.5

College: Faculty of Health & Applied Sciences

School: HAS Dept of Applied Sciences

Partner institutions: None

Field: Applied Sciences

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body 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.

Features: Not applicable

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

Part 3: Teaching and learning methods

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.

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

MO1 Appraise and evaluate their ideas through appropriate intellectual property pathways and commercialisation activity (Component B1)

MO2 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)

MO3 Develop scientifically and technically rigorous project plans for the development of healthcare technologies, and effectively monitor the risks involved (Component B1)

MO4 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)

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://rl.talis.com/3/uwe/lists/B792C968-E049-C9C1-50BD-90CFF11BE99F.html

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:

Presentation - Component A (First Sit)

Description: Oral presentation (20 minutes) and critical questioning (10 minutes).

Weighting: 50 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO2, MO4

Written Assignment - Component B (First Sit)

Description: Business Plan Report (1500 words).

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation - Component A (Resit)

Description: Oral presentation (20 min) and critical questioning (10 minutes)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Written Assignment - Component B (Resit)

Description: Business Plan Report (1500 words).

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Health Technology [Sep][FT][Frenchay][1yr] MSc 2020-21