

BS936-10 Entrepreneurship & Commercialisation

20/21

Department

Life Sciences

Level

Taught Postgraduate Level

Module leader

Ali Ahmad

Credit value

10

Module duration

2 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module builds upon and extends learning in core modules in the MSc Biotechnology, Bioprocessing and Business Management and MSc Medical Biotechnology and Business Management programmes. In this module you will engage with latest advances in innovation as they apply to the industry, with an emphasis on the bio sciences sector. You will interpret and contextualise the mindset of a disruptive innovator through the use of Jobs-to-be-Done thinking, evaluate how digital and new media innovation 2.0 methods are transforming the innovation process more generally and within bio sciences specifically, critically assess how innovation programmes are designed and deployed, learn how to deploy creativity and de-construct the research commercialisation process. You will be working in teams to develop commercialisation strategies for real world bio sciences intellectual property developed at the University of Warwick or elsewhere and get an in depth and nuanced understanding of the idea-to-market life cycle.

[Module web page](#)

Module aims

The primary aim of this module is to enable students to critically evaluate the innovation and

intellectual property commercialisation process within the bio sciences sector.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Innovation 2.0 and digital technologies
- Responsible Innovation and Bio Science Business Ethics
- Innovation and Intellectual Property Security
- Critically Appraising Bio Sciences Intellectual Property with Industry Standard Tools
- Bio Sciences Entrepreneurship and the Business Start-up Process
- Developing & Presenting Business Cases for Attracting Investment

Learning outcomes

By the end of the module, students should be able to:

- Critically assess the key tools and techniques for managing innovation for application to actual business situations.
- Systematically evaluate scientific, financial, legislative and ethical issues pertinent to intellectual property development and commercialisation for life sciences.
- Analyse the special issues impacting the identification and exploitation of business opportunities arising from research in life sciences and related areas.
- Practically demonstrate innovation management skills in a simulation and post-module group projects.

Indicative reading list

Main Textbook

Ahmad, A.J., Bhatt, P. and Acton, I. 2019. Entrepreneurship in Developing Countries: For Business & Non-Business Students. Sage, New Delhi-India.

Other resources under development.

[View reading list on Talis Aspire](#)

Subject specific skills

- Innovation management
- Using the disruptive innovation and jobs-to-be-done tool set
- Intellectual property commercialisation strategies
- Responsible innovation, ethics and security
- Integrating web 2.0 and new and digital media into new product, service or process development
- Entrepreneurial process
 - Using creativity toolkits

Transferable skills

- Research commercialisation life-cycle
 - Creating optimised teams for delivering innovation
 - Case analysis, presentation and business pitching
 - Critical thinking and evaluation
 - Market research and intellectual property scouting
 - Business case development
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Study

Study time

Type	Required
Lectures	20 sessions of 1 hour 30 minutes (31%)
Seminars	1 session of 1 hour (1%)
Online learning (independent)	2 sessions of 45 minutes (1%)
Other activity	7 hours 30 minutes (7%)
Private study	34 hours (35%)
Assessment	23 hours (24%)
Total	97 hours

Private study description

Self-directed study.

Other activity description

A simulation which will set student teams the task aspects of managing an innovative and technology-based project within a commercial organisation.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Students can register for this module without taking any assessment.

Assessment group A3

	Weighting	Study time
Individual written post module assignment	70%	15 hours
The question will be aligned with the module's learning outcomes and will require participants to critically analyze theoretical and conceptual topics in innovation commercialization. Alongside, an application of this analysis to a particular case of innovation commercialization will also be required.		
Simulation Assessment	30%	8 hours
In line with module learning outcome 4; this simulation will require participants to work collaboratively in groups to experience the challenges of innovation commercialization in an industrial context.		

Feedback on assessment

Feedback will be provided in both face-to-face and written forms via feedback sheets. Verbal feedback will be recorded for dissemination to teams post assessment and will also be archived for moderation purposes.

Written feedback on template sheets will contain both group and individual feedback on the assessment items "Innovation Strategy for a Chosen Case Organisation", "Reflective Diary on Group Assessment" and "Group In-Module Assessment on a Physical Simulation".

Availability

Courses

This module is Core for:

- Year 1 of TLFS-J7N2 Postgraduate Medical Biotechnology and Business Management
- Year 1 of TBSS-C5N2 Postgraduate Taught Biotechnology, Bioprocessing and Business Management

This module is Optional for:

- Year 1 of ULFA-C1A2 Undergraduate Biochemistry (MBio)
- Year 1 of ULFA-C1A3 Undergraduate Biomedical Science (MBio)