

MODULE DESCRIPTOR

MODULE TITLE	ENTERPRISE DEVELOPMENT & PRODUCTION		
MODULE CODE	TE3009 (L6)	CREDIT VALUE	40 CREDITS / 20 ECTS
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

This module aims

- To develop and test students' practitioner skills
- To offer real working experiences through the creation of student-led development teams
- To provide opportunities for leadership, management and personal development.
- To allow the students to develop effective team working and production methodologies

MODULE CONTENT

In this module students will learn to develop products and services for real world commercial partners or develop their own ideas from inception to delivery. These projects will be commercially costed, but the stakeholders will only provide any expenses incurred in the production of the agreed products and services. This allows students to engage with a wide variety of projects from the third sector, research institutes, internal UCLan services

This will be achieved student lead production teams assembled with appropriate disciplinary skillsets to achieve the required outcomes to recognisable industry standards. The teams will develop effective industry recognised product design, development and testing methodologies in addition to project management techniques.

As part of this process, the students will also focus on developing their own interpersonal and professional skills to enhance their employability upon graduation.

The module is student-led with tutors acting as mentors, providing guidance and oversight. Students are encouraged to seek guidance from internal university services for business support and personal development. These services will include UCLan services such as technical development teams, the careers service, business support advisors, and a wide selection of external industry partners and mentors.

Assessment will be evidence by a combination of personal development reflection, production & commercial documentation, and external feedback from mentors and clients.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Apply and evidence a diverse range of commercial, team and subject-specific skills
2.	Develop and implement recognised methodologies in product or service production and delivery
3.	Create and critically evaluate high quality effective products/services for real world delivery as part of a team.
4.	Analyse and evaluate the requirements of a production project and develop the personal skills and competencies to successfully deliver them.

TEACHING METHODS

The ethos of the module is to assemble the students into effective production teams that enable the successful delivery of commercial standard projects that suit the disciplinary mix of the cohort.

Learning and applying key production techniques and methodologies will be at the core of the module, in addition to student's personal development as nascent professionals in their respective disciplines in a well-defined and supported learning environment.

Selection of appropriate enterprise activities will determine whether the groups select existing commercial opportunities or choose to create their own novel commercial solutions for an identified and defined opportunity.

The first assessment is designed to create team cohesion and to establish effective communication, documentation and production practices in preparation for the more comprehensive 'real world' production project.

Assessment will cover development and production techniques & methodologies and the quality of the documented evidence to demonstrate them. Personal development will be assessed by means of reflexive commentary in conjunction with both heuristic evaluations by UCLan staff and feedback from the external stakeholders on the project deliverable.

ASSESSMENT METHODS

This module is assessed through a Mini Project and a Main Production