



INSTITUTE OF MEDICINE

MED942 Innovation and venture for development in medicine and health , 7.5 credits

Innovation och företagande för nytveckling i medicin, vård och hälsa, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Institute of Medicine on 2021-02-08 to be valid from 2021-09-01, autumn semester of 2021.

Field of education: Medicine 100%

Department: Institute of Medicine

Position in the educational system

The course is given as an elective course.

Main field of studies

Business Creation and Entrepreneurship in Biomedicine

Specialization

A1F, Second cycle, has second-cycle course/s as entry requirements

Entry requirements

Qualified to be admitted to the course is a student who has; Bachelor's degree /Bachelor's degree of at least 180 higher education credits in any of areas of health science, social science, natural sciences, economic sciences, humanities or engineering sciences, as well Rating Passed/E in English B/English 6, and completed, with minimum degree Pass, MED932 Innovation and Implementation 7,5 higher education credits or equivalent.

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

- Describe the structure and contents of a business plan.
- Explain how negotiations are prepared and carried out.

Competence and skills

- Orally communicate core values in a business proposition.
- Demonstrate the ability to develop an early business concept, including distinguishing customer value, business model, market and competitor analysis, organization structure, skills needs, profitability assessment, funding needs, and intellectual property positions using a business plan.

Judgement and approach

- Assess the strengths and weaknesses of business strategies.
- Develop team norms to streamline project work in practice with regard to others' expectations and goals.

Course content

The aim of the course is to provide students with the basic tools and knowledge required to create and run projects and companies based on innovation in medicine, healthcare and health. The course focuses on the construction and set up of projects and companies corresponding to needs and challenges.

The course covers aspects in innovation and entrepreneurship such as; business concept, business model, business planning, business presentation, shareholder agreement, leadership, funding, negotiation, sales, idea development, incentive programs, intellectual property, legal framework and regulations, customer value, profitability assessment, marketing, organization, and simpler accounting and valuation.

Students are also trained to reflect not only on creative processes within above aspects, but also in relation to their own ability to develop and actively take responsibility for their own knowledge generation.

Form of teaching

The course is built around literature studies, practical exercises and reflection. Students complete simulated exercises in innovation and entrepreneurship, including practical exercises in pitching, evaluation and negotiation. Written assignments are used to

facilitate critical evaluation of practice in relation to state of the art theories. Reflections are used to support deep learning and regulatory capacity.

Language of instruction: English

Assessment

The students are assessed using an assessment portfolio consisting of

- one individual written exams in the form of hand ins and
- two written group hand-ins based on case studies.

Seminars are obligatory. Absence at seminars will be replaced by individual written assignment.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed. The same applies to placements and professional placements (VFU), although this is restricted to just one additional examination session.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

For the grade Pass (G) for a full course, a minimum of Pass (G) is required on assessment portfolio and a Passed (G) on all additional mandatory assignments. For the grade Pass with distinction (VG) on a full course, a minimum of Pass with distinction (VG) is required on assessment portfolio, and a Passed (G) on all additional mandatory assignments.

Course evaluation

Course evaluation is done partly through a questionnaire after the completed course, and partly with course representatives at a half-time meeting of the course and at

a closing meeting in the end of the course.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.

Additional information

The course is conducted with distance education and requires computer equipment and connection to Internet and the possibility to interact via web camera equipment. Distance pedagogy gives geographical independence but not time zone or time independence.