Module code	IAE502	Level	5
Module title	Experiencing Industry and Entrepreneurship: Industry Challenge	Credit value	20
Common/Core/Elective	Common	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	All	Teaching Period	Spring

1. Module description

In this module, you will experience the challenge and pace of the world of work through a real world or live project, chosen from a menu of industry scenarios. This will give you an insight into the culture, practices and commercial contexts of an industry, field or sector within which the project is situated.

The focus of this immersive experience will be on process, as you engage in team building, collaboration and project management, researching and testing concepts and presenting your concepts to address the industry challenge.

The module will support your personal and professional development so that, when you move into the final year of your course, you will be equipped to complete a significant individual project of your choice.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Collaboration (MLO 01):
Collaborate and use appropriate networks to solve industry challenges

Innovation (MLO 02):
Analyse and develop value propositions, combining curiosity, creativity and knowledge of systems and processes

Professional Development (MLO 03):
Develop a plan reflecting on the impact of the Industry Challenge to your professional development

Interdisciplinary Perspectives (MLO 09):
Investigate and apply perspectives from different disciplines in multifaceted industry scenario*s*

3. Learning and teaching methods

You will learn through workshops, practical classes and group tutorials offering you the opportunity to develop and share ideas with peers. You will receive support from your academic tutor(s) and the Careers, Enterprise, and Industry team. You will also learn from

inspirational speakers and depending on your challenge, you will learn through contact with external stakeholders.

You will be offered a set of industry scenarios, which will either be live or real-world challenges. You will select a project that corresponds to your interests, and you will form teams to work on your chosen challenge. You will engage in project planning, building your own terms of reference, action plan, stakeholder needs and brief.

As part of the scenario, you will research and understand core contextual challenges which will help you to map and ideate opportunities to present solutions for the industry challenge. Depending on the nature of your scenario, you may also use the opportunity to develop a new concept and/or prototype.

Mid-way through the term, you will present your team and team responsibilities. You will set out your research and analysis to date and your plan for how you will complete the rest of the industry challenge. Finally, you will present your response to the industry challenge where you will secure feedback from peers, tutors, industry clients and other stakeholders.

Learning hours	
Directed learning	**48 hours**
Workshops/classes	48
Guided/Self-guided learning	**152 hours**
Total	**200**

4. Assessment, formative feedback and relative weightings

Assessment: Project (Group Assessment)

Weight (%): 100

Word Count or Equivalent: 15 minutes presentation + 1200 words Individual reflection
Your team will present your response to the industry challenge to your tutor(s), peers and, as appropriate to industry or sector-experts. You will introduce the team, set out how the team has approached the project, the greatest challenges and how these were approached, your work to date on the project, what you have learned and how that is of value. You must justify your proposals with sound research and critical analysis.

You will also submit an individual critical reflection where you will explain what you personally learned from the challenge. You will discuss a transformational moment and explain how the challenge has contributed to your professional development. .

You may present your work in any creative format and in a way that is appropriate to the challenge.

The summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Assessment tasks	MLO1	MLO2	MLO	MLO9				
Assessment 1	X	X		X				
Assessment 2		X	X					

5. Indicative resources

Brown, J., Gosling, T., Sethi, B., Sheppard, B., Stubbings, C., Sviokla, J., Williams, J., Zarubina, D. and Fisher, L., 2017. Workforce of the future: The competing forces shaping 2030. *London: PWC*. https://www.pwc.com/gx/en/services/people-organisation/workforce-of-the-future/workforce-of-the-future-the-competing-forces-shaping-2030-pwc.pdf

Choudhury, P., 2020. Our work-from-anywhere future. *Harvard Business Review*, *98*(6), pp.58-+. https://hbr.org/2020/11/our-work-from-anywhere-future

PricewaterhouseCoopers (PwC), 2018. Preparing for tomorrow's workforce, today: insights from a global survey of business and HR leaders.

https://www.pwc.com/gx/en/people-organisation/pdf/pwc-preparing-for-tomorrows-workforce-today.pdf

https://www2.deloitte.com/us/en/insights/focus/technology-and-the-future-of-work.html

QS Global Employer Survey, 2022, What do employers want from today's graduates?
https://www.qs.com/portfolio-items/qs-what-do-employers-want-from-todays-graduates/

Resources will be dependent upon the Industry Challenge. Your tutor(s) will advise you with regard to appropriate resources.