

WP4

**Development of CPD courses
April 10th**

COURSE 1			
Name of the course	Developing Competence in Innovation and Entrepreneurship		
EQF Level	7		
Place	Prishtina		
Structure of the course	<p>Contact hours: 150 Frequency: 5 meetings per week (3 lectures and 2 exercises) Assessment – yes</p> <p>Delivering basic health care advances worldwide and continuing to increase the quality and span of life (in an affordable manner) represent some of the major societal challenges of our time. Addressing these challenges will require innovation in both medical technology and the ways in which health services are delivered. Many changes and improvements in health come not from a top-down approach but rather from entrepreneurship.</p> <p>This course will enable students to learn how to identify opportunities to improve health care and to be innovative and entrepreneurial in proposing solutions. It will enable students to assess challenges, evaluate potential solutions, impediments to their implementation, and ways and means of improving health and health care delivery.</p>		
Educators/Teacher	Samir Lleshi		
Target group	MA Students		
Competences:	Content (weekly)	Learning strategies (Teacher's Handbook)	Evaluation Methods:

<p>Learning outcomes</p> <p>Knowledge</p> <ul style="list-style-type: none"> ● Theoretical <ul style="list-style-type: none"> - Highly specialised knowledge in the area of innovation and entrepreneurship, some of which is at the forefront of knowledge, in a field of work or study, as the basis for original thinking and/or research - Critical awareness of knowledge issues in innovation and entrepreneurship and at the interface between different fields, in particular health sciences - Describe the key concepts of entrepreneurship and innovation in health. ● Factual: <ul style="list-style-type: none"> - Critically evaluate potential and existing solutions to problems in human health from an entrepreneurial and innovative perspective. - Evaluate cultural and ethical issues in human health entrepreneurship. - Demonstrate an understanding of the opportunities of health innovation and entrepreneurship for utilization of research <p>Skills</p> <p>Practical</p> <p>Cognitive</p>	<p>#Week 1- Introduction to Entrepreneurship</p> <p>#Week 2 -Grand Challenges for Entrepreneurship</p> <p>#Week 3-Innovation Strategy</p> <p>#Week 4- Business Plan Practicum</p> <p>#Week 5-Health Innovation Challenge Practicum</p> <p>#Week 6-Entrepreneurial Marketing</p> <p>#Week 7-Creating a Company</p> <p>#Week 8-Foundations of Entrepreneurship</p> <p>#Week 9-Financial Forecasting - Entrepreneurial Finance</p> <p>#Week 10- Entrepreneurial Strategy and Decision Making</p>	<p>Priority</p> <ul style="list-style-type: none"> ● Project-based learning ● Constructivist Learning <ul style="list-style-type: none"> - Posing problems of emerging relevance - Classroom activities challenging student’s suppositions - Seeking and valuing student’s points of views - Assessing student learning in the context of daily teaching - Building lessons around primary concepts and “big” ● Blended Learning <ul style="list-style-type: none"> - Combination of direct learning and online learning experiences - activating students’ prior knowledge - Facilitating collaboration - Encouraging discussions - Weekly assignments ● Collaborative Learning <ul style="list-style-type: none"> - Active role - Monitoring progress - Getting feedback - Collaborative work 	<ul style="list-style-type: none"> - Skill based assessments (knowledge, skills, and value necessary for competency in Innovation and Entrepreneurship . - Online quizzes - Surveys - Exercise - Group work - 40% participation on projects
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<ul style="list-style-type: none"> - Specialized skills for solving problems required in research and/or innovation in order to develop new knowledge and procedures and identify multi-disciplinary aspects in health institutions, - Understand the phases of the innovation process - Apply scientific background and new knowledge of health innovation to address challenges and develop services and products within a clinical setting and a biopharma/Medtech setting - Apply the basics in financing a startup company from private and governmental funding bodies and to perform analyzes of various entrepreneurial elements, - Create a business plan for a health institution - Discuss and argue for different types of intellectual property and intellectual assets, and establish patent strategies - Assess their skills in health innovation and reflect on the exploitation of their own research. - Develop a marketing strategy for health care institutions. - Understand the model of SMAHPC - focusing on its innovation and entrepreneurship components 		<ul style="list-style-type: none"> - Sharing ideas • Coaching <ul style="list-style-type: none"> - Active interaction - Accountability - Responsibility - Heterogeneous grouping - Teaching Social skills 	
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<p>Description of the module:</p> <p>Innovation</p> <ol style="list-style-type: none"> 1. Knowledge and understanding <ol style="list-style-type: none"> a. Key concepts: <ul style="list-style-type: none"> innovation vs invention client-centeredness The benefits of innovation Strategies how to increase innovation Good innovation process: Business model canvas; Customer development; Agile development Aspects of innovation from the SMAHPC model innovation as part of the operating model Differentiating invention and innovation (including entrepreneurship) Implication of both invention and innovation in practice from the perspective of both manager and employee 2. Skills <ul style="list-style-type: none"> Intrapreneurship skills Manage stakeholders Learn continuously Start small Work smart - learning through experience <p>Entrepreneurship</p> <ol style="list-style-type: none"> 1. Knowledge and understanding <ul style="list-style-type: none"> Budget planning Strategic planning Sales techniques/strategies Negotiation Communication and presentation 			
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<p>Time-management Team-player Mobilising others and resources Coping with uncertainty and risks Specific skills related to innovation competence Creativity Critical thinking Problem solving</p>			
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