

SUCCESS STORY

From the lab to Market Place

Gemma Tandy - *Enterprise Skills Manager*

Laura O'Neil – Head of 2nd Year Biomedical Science



'Learning through doing'

The planning and delivery of this module develops our students' to be self-directed and motivated. Partnering with global consumer goods company Reckitt Benckiser (RB) introduced student groups to live RB briefs which they then proceed to research, using **creativity** and **innovation** to **generate ideas and solutions** to assigned RB mentors.

Students' presented their findings to a panel as part of their formative assessment, followed by submission of a business plan/reflective piece of writing for their summative assessment.

“This process has opened my eyes up to science in a business sense. Seeing the product grow from the brief to a fully formed concept gives a great sense of achievement. This was made even better by the RB representatives deciding our product was a good idea” Matthew Jones – 2nd year BiMedSci

Impact:

- During recent accreditation assessment of the programme by the Royal Society of Biology, the module was highlighted as an example of best teaching practice and to be used as the USP for the programme.
- 14% year on year growth in DLHE for students who took the module.
- 100% growth year on year of students enrolled onto the module.
- 26% of students studying this module received a first and 70% attaining an upper second.

College of Medical & Dental Sciences
School of Biomedical Science



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