

Project Deliverable

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RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Abstract :

This document describes the e-training curriculum concept of the Health-2-Market project. It focuses on the two different forms of the e-training (standalone versus supplementary), and it covers the issues of its objectives, its topics, its target groups, and its tools, as well as how they are connected to each other.

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1. INTRODUCTION

Health-2-Market (H2M) implements a blended learning approach to the methodology and introduces a combination of means of training: Case-based learning, two-day workshops on specific topics, advanced training courses (week-long highly intensive training ‘Academies’) and web (e-learning) courses for broader audience. The goal of the e-training development is to address the needs of a much wider audience of health researchers, overcome geographical limitations and facilitate the provision of services in particular to the target groups that are more prone to use them (e.g. young researchers). It will be open (via different login mechanisms) both to participants of the face – to face training (supplementary e-training), and to participants only interested in e-learning (individual, stand-alone e-learning).

2. OBJECTIVES OF THE E-LEARNING

The e-learning will run in parallel with the face-to-face training. Broadly speaking, it will have 2 objectives: Supplement the face to face training, and provide standalone training. Equal emphasis will be given to both objectives to provide additional services for face to face training participants on one hand; and to provide supporting materials to a much wider target group on the other hand to address the needs identified in the Training Need Analysis (TNA).

The objectives of the H2M e-learning course in terms of general learning outcomes are:

- Motivation (to start a new business, enter the business market, etc.)
- Acquiring skills and knowledge (in entrepreneurship, marketing, IPR issues, etc.)
- Recognizing opportunities (What is the best way to enter the market?)
- Equal access to educational offerings (...)
- Raise awareness and potentially attract those users to attend seminars or academies after the use of e-learning modules.

The e-learning aims at providing a self-regulated learning environment that ensures the learning flexibility required by the very busy health researchers.

3. HEALTH RESEARCHERS' REQUIREMENTS FROM E-LEARNING

Based on the Training Needs Analysis (TNA) of health researchers and Roundtable discussions organised in Brussels on 25-26 February 2013, the following key requirements have been set for the H2M e-learning:

- Provide brief, condense information on a clear, user friendly way to ensure maximum use of the researchers' time.
- Provide practical information from/in the health field in the form of useful databases of case studies, best practices, as well as stories of failures.
- Give guidance, checklist for researchers who have limited time for training, or lack institutional support in order to attend training.
- Provide health-specific information/knowledge in e-learning format.

These requirements will be taken into consideration and satisfied, to the extent possible. Further details on the Roundtable discussions will be described in the Roundtable report (D1.2).

4. PRE-CONDITIONS FOR THE USE OF E-LEARNING MODULES

Modules typically will not require prior knowledge on the module's subject or specific skills in the standalone course. If such knowledge is required, it will be provided by the e-learning as well. With regards to knowledge requirements, anyone can take part in any of the course modules. However, only confirmed face to face training participants (registered for seminars or academies) can get access to the supplementary Health-2-Market e-learning course. Access will be given via a secured login. Prior knowledge or specific skills are not required either.

4.1. COMPLEMENT FACE TO FACE TRAINING

Face to face training will consist of intensive training academies and of more limited, topic-specific seminars. Both of these formats have limitation that will be addressed with e-learning: Training academies will be conducted at a European Level, and are likely to attract a heterogeneous set of trainees. This heterogeneity makes it hard to focus on specific topics, as different researchers-entrepreneurs usually find interesting and useful different specific topics, depending on various characteristics (e.g. interest and experience with entrepreneurship, institutional support, etc. - refer to TNA). Thus, participants of training academies will have the chance to receive more specialized training via e-learning. In addition, since different academies will focus on different skills, e-learning will serve as a tool for the participants to get some exposure to the academies that they were not able to physically attend.

Seminars on the other hand, will focus on more limited and specific topics. Thus, seminar attendees are likely to lack a broader perspective regarding the general entrepreneurial framework that what they have learned is a part of. E-training will also address this issue.

In addition, feedback from the Health-2-Market Roundtables have underlined that e-learning will be of particular interest with regards to "gathering information", for example on topics like standardization, contacts to experts, etc. where interaction is not essential. These topics could be addressed in an autonomous format ('stand-alone e-learning') whereas other training aspects will be designed to be supplementary to the academies and seminars. These requirements will be satisfied to the extent possible.

The objective is to provide a platform and training interface dedicated to the H2M trainees from seminars and academies that is most suitable to their needs and will be in the best format to assist them on entrepreneurship topics. The needs that should be covered in terms of content and framework have been gathered through the previous Training Needs Analysis and qualitative feedback from the H2M Roundtables.

4.2. STANDALONE E-TRAINING

E-learning also aims to reach interested researchers, who for various reasons (e.g., time and budget constrains – see TNA) will not attend face to face training activities. Every effort will be made so that the content of face to face training will be transformed as fully as possible to e-learning materials. The access for these participants will be via a secure login, different than the one for those who attend face-to-face training

5. TARGET GROUPS

As per the objective to supplement the face to face training, the target trainees of the e-learning will be:

- Participants of the training academies who are interested in more specialized topics
- Participants from one training academy who are interested in the content of other training academies
- Participants of seminars who are interested in gaining a additional expertise in the specific topics that they have been taught
- Participants of seminars that are interested in training on specific topics that were not covered by the seminars they attended

As per the objective to provide standalone training, the target trainees of the e-learning will be:

- Researchers who are used to and enjoy using the Internet and new technologies (e.g. younger researchers)
- Researchers who were not informed on time and missed the deadlines for face-to-face training
- Health researchers who were not able to attend face to face training because of constrains (time, money, etc.)

6. TOPICS/MODULES

The topics covered will largely map on those included in the 3 face to face academies. The aim is to go hand-in-hand with the topics that have been identified as addressing the Health researchers' needs through the different channels of face to face training in academies and e-learning modules via the project web portal. The modules and respective learning outcomes are specified in the following chapters.

6.1. BUSINESS VENTURES AND MARKETING

- Identify existing or latent customer needs, and understand whether and how these can be transformed into opportunities for entrepreneurship.
- Understand the intricacies of divergent and convergent thinking, and their role and value in the creation of entrepreneurial ventures.
- Understand different potential sources of funding for entrepreneurial ventures, and different investors diverse goals and modus operandi.
- Develop a disciplined approach to the analysis of business problems.
- Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- Develop effective marketing strategies blending the capabilities of the company, the needs of the customers, and the demands of the environment.
- Design a strategy implementation program to maximize the chance of marketing strategy success.

6.2. ENTREPRENEURSHIP & BUSINESS PLANNING

- Use the basic principles of the ISMA 360° methodology used in analyzing the potential of innovations
- Understand the combination of skills required to launch a new venture
- Relate the importance of innovation in business models to creating value for the client and to the ultimate success of the business
- Develop and formulate a synthesized business plan for a new enterprise
- Pitch in front of peers, investors and stakeholders to provide a clear, short, and valuable understanding of their innovation.

6.3. INTELLECTUAL PROPERTY & ETHICS

- Understand the importance of utilization for research in general and for the individual researcher
- Identify, capture, and assess intellectual assets in research projects
- Understand what can be utilized in term of knowledge and generated through the research process
- Understand the various ways to utilize research and consequences of different choices
- Evaluate potential options of value creation from research projects

If needed, additional adaptations will be made for the stand alone versus the supplementary e-training.

The Roundtables also indicated the need for the supplementary e-training course to provide information and knowledge specific to health sectors and/or geographical regions, supplementing the face-to-face training courses. The standalone e-learning, on the other hand, could build on existing courses related to commercialization, and provide additional material that is health-sector specific, trying to fill in the gaps in the skills and competences of health researchers and health sector entrepreneurs. These requirements that emerged from the Roundtable will be satisfied to the extent possible.

7. FORMAT & TOOLS

Content will be organized into modules, which will mirror the content of academies and seminars. Each module will consist of a combination of the following elements:

7.1. PRESENTATIONS

These will be accompanied by a text-based narration, a voice narration, a full video presentation, or a full lecture recording. EM will prepare the narrations, based on notes sent by the Business Schools.

The length of the presentations will be max 15 minutes; preferably 5-10 minutes each. One module can consist of more presentations if required.

Layout: PPT template with suggested font style, size and general design guides to ensure harmonised e-learning content. Videos, flashes, animations can be included.

7.2. SUPPORTING DOCUMENTS/TOOLS

The use of case studies, teaching notes, articles, videos, games, test, assignments, etc. will depend on the preference of the given module's teacher. The materials will mostly come from 3 sources:

- They will be pre-existing materials developed by the 3 Business Schools
- They will be developed by the 3 Business Schools especially for H2M
- They will be assembled from other open sources, for instance universities (e.g., MIT: <https://mitsloan.mit.edu/LearningEdge/Pages/default.aspx>) or e-learning platforms (e.g., Healthcare Innovation and Entrepreneurship: <https://www.coursera.org/course/healthcareinnovation>; Udacity: How to build a Start Up: <https://www.udacity.com/course/ep245>; EdX: Copyright: https://www.edx.org/courses/HarvardX/HLS1x/2013_Spring/about); Online information sources, EU support: <http://www.iprhelppdesk.eu/> Health-sector specific information, examples, etc. may be added, if possible. The objective is not to provide duplicated documents but where applies to redirect researchers to useful sources of information.

8. DEPLOYMENT

The 3 Business Schools (IE, SKEMA, UGOT), Health-2-Market project partners, will provide the training materials necessary for the e-training. Europa Media will be responsible to transform the material into an appropriate e-learning format.

The development of modules and content will start from April 2013, notably for the standalone e-training. The modules of supplementary e-training that are related to the pilot academy that will take place in September 2013 will be developed in priority. The content will be progressively updated and enlarged according to the needs of the seminars and academies (supplementary e-training).

A pilot e-training will be launched from September to November 2013 in order to test its deployment and gather feedback from first users.

A complete version of the e-learning will be ready by month 11 of the project. Subsequent periodic updates will ensure that it is up-to-date in terms of content and participants needs.

In order to provide a sustainable tool of training support, the developed e-training material will remain accessible through the Health-2-Market project web portal as long as the web portal is maintained.