



Innovation and Enterprise Skills Course

This is a skills development training programme delivered by the Norwich Business School (NBS). Drawing on material from their MBA programme, it has been designed to meet the needs of Postgraduate and Early Career Researchers working in the environmental sciences.

The NBS is one of the top business schools in the UK. It is a member of the Association to Advance Collegiate Schools of Business (AACSB) and accredited by the Association of MBAs (AMBA).

The training is delivered in two blocks of two days each, plus a site visit to a major innovative company.

The sessions will be a mixture of short lectures, group discussions with interactive exercises intended to achieve both knowledge transfer and skills development; the course will take place at the Norwich Business School on the following dates. Participants will be expected to attend both blocks of training, plus the field trip if at all possible.

30 and 31 October 2017

16 and 17 November 2017

1 day site visit to be announced

The focus will be around the following topics drawn from the [UEA MBA course](#):

Innovation: Exploring the question 'What is innovation?' in commercial context. How should the student approach the issue of commoditising ideas and intellectual ideas/property?

Enterprise: How does 'business' work? How are commercial propositions evaluated? What does a Business Plan built around intellectual capital/ideas as the value proposition look like?

Consultancy: What is consultancy? How – within your academic career – can you offer a 'consultancy service'? What tools and practice should you adopt to give a consultancy service academic and professional rigour? What would be the right fee structure?

The programme will examine these topics and develop the following skills: communication, team working, professional collaboration, networking, commercial acumen and business development.

The programme will incorporate a full-day field trip to a company that has innovation as a core part of its value proposition.

The course structure is as follows:

Session 1 Defining innovation in commercial context. How it underpins the value proposition in business. What causes/drives innovation? What are the current frontiers for STEM innovators?

Session 2 How do large organisations in particular manage innovation? How do the control and investment mechanisms work – practical examples? How does IP law work – for the innovator and the employer?

Session 3 How to 'be' innovative. What role does creativity play? How does this work in an organisational or team/research context? Can innovation be a personal skill when it comes to problem solving?

Session 4 Defining 'enterprise'. What drives business beyond profit and delivering shareholder value? How does strategic management of a large organisation actually work? What role does vision and leadership play? What is corporate social responsibility?

Session 5 Presenting commercial propositions and Business Plans. Data presentation as part of this and the story telling of science. What does an investor stakeholder look for? Finance and budgeting – getting the numbers to support a proposition. Cashflow, Budgets, Profit & Loss.

Session 6 Operating in a consultancy capacity. How do develop a personal value proposition. How to find work. How do value (and cost) the work that you will deliver. The personal tax situation.

A certificate of completion will be issued to all of those completing the entire course.

Places are available to NERC-facing PhD students and Early Career Researchers (postdoctoral workers who do not hold leadership roles, and normally within 8 years of their PhD) at EnvEast partner institutes (see <http://www.enveast.ac.uk/partners>). Places will be allocated on a first-come first-served basis, but preference will be given to EnvEast & associated PhD students, other NERC-funded PhD students, and ECRs working on NERC-funded projects.

There are limited places available, so apply early to avoid disappointment. All refreshments during the day will be provided free of charge. For EnvEast students

(DTP *and* associated) not based at UEA, you can reclaim your travel expense and overnight accommodation from us (subject to the usual guidance).

The deadline for applications is 15 September 2017.

To enrol please email David and Alison at env.east@uea.ac.uk, with:

- Your name;
- The institute (e.g. University/Department) at which you are based;
- Your current position (e.g. PhD student; Research Associate);
- For ECRs/postdoctoral researchers only, the month/year of graduation from your PhD;
- Your source of funding (if applicable);
- Any dietary requirements;
- Any other requirements you may need met in order to access the course.