

Summary Information

Module Code	7132PHASCI
Formal Module Title	Concept to Consumer
Owning School	Pharmacy & Biomolecular Sciences
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Iftikhar Khan	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Pharmacy & Biomolecular Sciences

Learning Methods

Learning Method Type	Hours
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Lecture	37
Workshop	18

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-CTY	CTY	January	12 Weeks

Aims and Outcomes

Aims	To enable students to identify product ideas; develop commercially viable cosmetic products and the assessment of scale-up manufacturing through concept to consumer
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Identify a product idea and critically analyse the market sector to develop a suitable cosmetic product
MLO2	Demonstrate knowledge to ensure appropriate marketing strategy and development
MLO3	Demonstrate knowledge to analyse and produce costing for the business setup
MLO4	Critically evaluate issues related to large scale manufacturing
MLO5	Critically evaluate claims related to cosmetic products and tests for verification
MLO6	Demonstrate expertise of packaging and labelling of cosmetic products

Module Content

Outline Syllabus
Product idea generation Research and idea Screening Concept development and testing Marketing Strategy and Development Knowledge and understanding of business costing Commercialisation and evaluation Knowledge and understanding of scale-up and trouble-shooting Packaging and stability of cosmetics product Legal and regulatory aspects of labelling and claims Knowledge and understanding of the responsibilities of the 'Responsible Person'

Module Overview

Additional Information
Students will acquire knowledge and understanding of cosmetic product from a concept to consumer concerning developing a product and considering the legalities in setting up a business and/or launching a product and large scale manufacturing (packaging and stability of product, labelling and legislation related to claims).

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Oral Presentation	20	0	MLO3, MLO1, MLO2
Report	Written report	80	0	MLO5, MLO3, MLO4, MLO1, MLO2, MLO6