
MSc Innovation Management and Entrepreneurship

Nottingham Business School, Nottingham Trent University

Course Specifications Document

Nottingham Trent University

Course Specification

Basic Course Information

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| 1. | Awarding Institution: | Nottingham Trent University |
| 2. | School/Campus: | Nottingham Business School |
| 3. | Final Award, Course Title and Modes of Study: | MSc Innovation Management and Entrepreneurship (Full-Time) |
| 4. | Normal Duration: | One Year |
| 5. | UCAS Code: | N/A |

6. Overview and general educational aims of the course

The MSc Innovation Management and Entrepreneurship is designed distinctively to stimulate the development of an entrepreneurial mind-set. The course provides participants with the ability to manage innovative ventures, being them in the form of new start-ups; spin-offs; corporate intrapreneurship projects; or business units.

In the course, you will learn how to identify new innovative opportunities, assess their potential, negotiate their value with relevant stakeholders such as investors and potential clients and construct effective business models to reach their successful commercialisation.

Through the taught modules, the course will equip you with the managerial skills to lead innovative ventures. The range of management subject areas will enable you to develop more advanced knowledge as the course progresses and will offer you the opportunity to explore different organisational and environmental settings. You will become familiar with models and frameworks to manage multidisciplinary teams in high velocity and innovative contexts. The course will also endow you with the tools to manage the creative process of complex innovative projects.

The course will also offer you the opportunity to test in practice your learning as you will be invited to work towards the launch of your own innovative project. Alongside your taught modules, you will identify and explore an opportunity that you will transform in an innovative enterprise to present to potential investors and clients. In this process, you will be mentored by experts in the field and will be able to enrich your professional and business networks both locally and internationally.

The course guarantees an international learning experience which builds on the active contribution of students from around the world to create a truly

international learning environment for all participants. Moreover, you will interface with entrepreneurial firms, start-ups, incubators, co-working spaces, accelerators operating in international contexts. Finally, you will be able to spend valuable time in projects overseas meeting entrepreneurs, innovation managers, business angels and venture capitalists from across Europe.

The course will develop you as an enterprising manager, able to operate in a wide variety of business environments and organisational settings. The development of an entrepreneurial mindset will hence open for you a variety of career avenues. With the support of the course team and career mentors, you will be able to evaluate whether to consider the launch of your own start-up; to pursue a managerial career in established corporations; or to work in organisations supporting innovative, both public and private.

The MSc Innovation Management and Entrepreneurship has been carefully designed to be an academically robust and practical course, fostering innovation and value creation. The course offers not only high calibre teaching and learning, but it also promotes a strong emphasis on personal research and reflexivity. The basic belief underpinning this course is that theory, practice and experience have a dynamic relationship where one reflects on the other and vice versa. This belief is reflected overall in the design of the course and at micro level for each module. Because of this approach, the course is a conversion Master and is therefore not restricted to those with a business or management related first degree.

To summarise, the course aims at equipping students with the knowledge and the skills to manage innovation-based ventures, either in the forms of start-ups or of corporate projects. Specific objectives include:

- a) Stimulate the students' entrepreneurial ethos;
- b) Challenge students' preconceptions through learning, understanding and systemic thinking;
- c) Develop students' management skills and capabilities to lead and direct innovative ventures;
- d) Support students in nurturing of networks with professionals, investors and businesses so to be able to discern the potential of new value propositions;
- e) Promote the students' understanding of relevant stakeholders' networks surrounding the development of new innovative ventures.

7. **Course outcomes**

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

Knowledge and understanding

By the end of the course you should be able to:

- 1. Explore the Innovation and Entrepreneurship discipline through theory, practical experimentation, reflection and application to transform conceptions to systemic thinking.

2. Critically reflect on knowledge and understanding to compete for opportunities and transform them to viable concepts and business models.
3. Demonstrate the ability to apply knowledge, tools and techniques to resolve issues in new and diverse situations within the Innovation and Entrepreneurship discipline.
4. Evaluate the rigour and validity of published research and assess its relevance to the practice of Innovation and Entrepreneurship.
5. Demonstrate the ability to make recommendations for organisational practice based on theoretical insights through a process of experiential or applied learning.
6. Demonstrate an aptitude for independent critical thought and rational inquiry.
7. Demonstrate creativity and intellectual curiosity in both the application and synthesis of knowledge.
8. Demonstrate proficiency in the use of techniques of research and enquiry to draw conclusions from a critical evaluation of relevant issues.
9. Demonstrate an appreciation of the wider social, environmental and economic sustainability issues and their interrelationships which may be impacted by or have an impact on organisational activities.
10. Understand the environmental, social, governance and ethical problems that may occur in the Innovation and Entrepreneurship discipline and apply appropriate frameworks or professional codes to resolve such problems.
11. Critically self-reflect and demonstrate an international awareness and openness to the world, based on an appreciation of social and cultural diversity.
12. Develop a critical understanding of the role of the Innovation and Entrepreneurship discipline in the global context.
13. Demonstrate a critical understanding of the role of the Innovation and Entrepreneurship discipline in a wider organisational context.

Skills, qualities and attributes

By the end of the course you should be able to:

14. Analyse a variety of relevant data used in diverse contexts to support effective decision making in the Innovation and Entrepreneurship discipline.
15. Communicate key issues and arguments in written and oral format to a professional standard.
16. Effectively use information and communication technologies relevant to the Innovation and Entrepreneurship discipline.
17. Work collaboratively in internationally diverse teams.
18. Make decisions and exercise judgement in organisational settings when faced with a range of alternative courses of action.
19. Take personal responsibility for continuing professional development and develop the capacity to be an effective and reflective practitioner.
20. Exhibit skills in leading and managing people.
21. Build and maintain networks and explore the opportunities that derive from them.

8. Teaching and learning methods

Most teaching uses an interactive workshop approach with short lecture inputs integrated throughout a day which will typically include: exercises, case study work, DVD/video analysis, simulations, role plays, presentations, debates and discussion. Such activities will provide you with the opportunity to actively engage with theories and concepts as they are introduced.

Case studies are used to help provide context to the issues raised in the workshops and ensure that students understand how to apply the theories and concepts to relevant situations, structures and processes.

In-class group discussions, role plays, presentations and debates are designed to develop students understanding of communication processes in the management context and develop their confidence in articulating novel ideas to an audience. These practices will assist in the development of their critical analysis and evaluation skills.

In addition to work within the class on-going engagement in three key ways is expected:

Mentoring-Coaching. During the course students will be supported and challenged by experts in the field to provide them with guidance and advice towards competing to gain a seed capital and set up their own enterprise. The intense and proactive engagement is essential to explore fully the opportunities that are open to them through each activity-based module.

Group-working. From the outset of the course students will be given challenging projects to complete in small teams which are designed to improve their team-working, project management and research skills. In addition students are provided with an important opportunity to develop team-working and entrepreneurial skills in a live situation and practice specific consultancy project. The consultancy project links the strategic knowledge and understanding acquired over the previous modules of the course with managerial and organisational reality.

Independent learning. A key feature of the course approach is to develop students' capacity for independent critical thought and self-directed learning utilising both traditional, e-supported activities and experimental activities.

9. Assessment methods

The assessments you complete will both indicate how you are progressing on the course and provide you with an opportunity to apply your acquired knowledge and understanding. In applying this knowledge and understanding you are also building the skills, qualities and attributes that are required by successful entrepreneurs.

The assessments you will submit are varied and you will be working both on your own and in groups. Some of the assessment you undertake will be

graded (this is called summative assessment) whilst the rest will be set to allow us to provide early feedback on your progress and give you guidance on how to improve your performance (this is called formative assessment). The interactive nature of the taught sessions offers opportunities to gain feedback on your performance before being formally assessed and increasing use is made of experimental learning to further support the feedback process. One of the important features of the course is that the assessments that you undertake will match and reflect the tasks that you will face in your management career. Your assessment experience will be enhanced by use of case materials and towards the end of the course real life business problems.

Each module has clear assessment guidelines and tutor support is offered throughout the course – thus providing you with the opportunity to maximise your learning experience. A range of assessments method is used across the course the choice of which reflects the needs and demands of the different types of module. Some modules will assess the ability to work collaboratively in a team and others will assess individual capability. Types of assessment will range from group presentations to individual assignments including essays, reports, posters, financial analyses, literature review, and research based projects. Although some modules' assessment elements are synchronised with the screening processes of business concepts, or the seed capital competition, the academic grade is assessed by the academic team of the module and awarded independently to the outcome of the screens or the seed capital competition.

10. Course structure and curriculum

The structure for the MSc Innovation Management and Entrepreneurship has been designed to recognise the needs of the target market, the lecturing team, the University's attributes of a post-graduate course, and the changing requirements of the international, global business environment. More specifically, the design should adhere to the guiding principles, allow the learning outcomes to be achieved, facilitate the effective delivery of a body of contemporary content, allow the teaching, learning and assessment strategy to be embedded, and best utilise the available resource-base. Furthermore, the delivery adapts to contemporary interactive and activity based lecturing techniques. The course incorporates the discovery of principles and theories in the different relevant fields, with experiences from real life problems and entrepreneurial activity, reflection, exploration and progression of own ideas to deliver advanced enterprise concepts.

The curriculum has been inspired by the will to encapsulate the spirit of innovation and entrepreneurship, integrating business knowledge and skills necessary to develop, run and grow a business with the soft skills necessary to breed decisive professionals, agile to different environments and circumstances, able to seize opportunities, solve problems and utilise networks. Therefore, the course draws upon a variety of disciplines to:

- prepare students with the knowledge and skills required to develop and manage new ventures across national boundaries;
- bring together the teaching and research experience of staff in the division and in NBS;
- draw upon emerging development strategies within the School's post-graduate provision, particularly targeting the University's key objectives to recruit from EU/UK and international markets and the school's mission to *"deliver education and research that combines academic excellence with impact upon business and society"*;
- increase NBS visibility among the European and UK Business Schools that have a vibrant entrepreneurial dimension and quality courses;
- reflect the key interests of Home/EU undergraduate students in Entrepreneurship;
- reflect the key interest of international students aiming at deepening their knowledge and understanding of Innovation and Entrepreneurship in Europe, rather than exclusively in the UK.

The full-time MSc Innovation Management and Entrepreneurship Course will run over a full year and normally modules will be taught over a four (4) week period. This structure provides the thorough delivery of the principles and theories related to each subject, allowing students to experience and reflect on them. Furthermore, this provides the platform for students to experiment and progress their own ideas and concepts in structured workshops, towards the delivery of a complete and ready to run new venture and get a taste of real business life related to each subject.

The Course's Entrepreneurial Process will include modules as well as mentoring and support from experts in the field. Through this process the students will have the opportunity to set up the structures for their own innovative venture. The course team will guide you in this process providing the relevant theories and principles to create ideas for new ventures, develop them and set the appropriate structures around them to materialise them to viable enterprises that provide value to their customers. The overview of the course's structure is illustrated in Table 1.

Table 1. The full-time MSc Innovation Management and Entrepreneurship.

Phase	Academic Year	
1	Trimester 1	Customer Insight Through Marketing Research (10cps) Transformational Leadership Development
	Enterprise Context & Business Values (20cps) Entrepreneurial Ethos: Leadership, People & Team Management (20cps) Marketing and Customer Thinking (20cps)	
2	Trimester 2	
	Uncap Creativity & Innovation (20cps) Value Chains: Resources & Partnerships (20cps)	

		Internationalisation Consultancy project (20cps)	
3		Trimester 3	
		Business Model and Entrepreneurship Project (40cps)	
<p>Intellectual Property Rights:</p> <p>Intellectual Property Right (IPR) issues that may derive from the course are governed by the University-Student IP policy and students are advised to seek external and independent advice. Students have the opportunity to register their business concept with the University's incubator (i.e. the HIVE) agreeing with the rules and regulations that govern the HIVE. NTU will have no responsibility of any liabilities that arise from the activities of the firm.</p> <p>The originator of a venture concept may include any student(s) that contribute to the development of the concept, in the sharing of any reward that might arise from the commercial exploitation of their activities or the generated IP. The Course Leader will encourage and guide the students to appropriate external and independent advisors to form relevant collaborative agreements.</p>			
11. Admission to the course			
<p>The MSc Innovation Management and Entrepreneurship is a conversion course leading to a generalist management award. It is therefore designed to be attractive to students who do not possess the requisite management experience to enrol on an MBA, but who wish to set themselves apart in an increasingly competitive enterprising environment by demonstrating that they have an internationally recognised UK Masters award, whilst also enhancing their employability by undertaking current and relevant management studies. Furthermore the course is appropriate for students with a first degree in any discipline that want to see their knowledge to be flourish into a new venture.</p> <p>Thus, a typical student will aspire to start their own enterprise or to pursue a managerial career in established corporations; or to work in organisations supporting innovative, both public and private.</p> <p>In addition to the above, you will normally be expected to have:</p> <ul style="list-style-type: none"> • an ability to communicate effectively in written and spoken English within a business context; • a willingness and ability to undertake critical academic study of management and leadership issues in business as appropriate to postgraduate study; • a willingness to develop and apply personal management leadership skills and abilities; • a high level of motivation and commitment towards management, leadership and career development. 			

For details on entry criteria please refer to the NTU course finder page.	
12. Support for learning	
<p>The School's professional approach to management education is supported by the latest communications and information technology. The School provides a high quality learning environment designed to encourage creative thinking.</p> <p>We are proud of our comprehensive and focused academic development process which enables students from a variety of educational backgrounds to achieve a smooth transition into this high performance course. Part of this period includes a residential course which has been specifically designed to help students build trust and start to work as teams, as indicated in section 16 below.</p> <p>The computing network offers 24-hour access to the University's computing facilities and students have access to a wealth of library materials including over 450,000 books, as well as an extensive audio-visual collection of videos and slides. Electronic library resources form a core part of the support to students, with over 200 databases and 9,000 electronic journals accessible by the e-library web portal.</p> <p>Academic staff within the Business School have an excellent reputation for being approachable and enthusiastic about their subject area, with the course being designed around face to face contact with a wide range of specialists. This is highly valued by our students and distinguishes us from many of our competitors. Each student will be allocated a personal tutor with whom you will meet on a regular basis to discuss your academic progress.</p> <p>We also recognise that you sometimes need help that falls outside the academic area and therefore the University has a department of Student Support Services which offers dedicated professional support services for both international and home students. Our aim is to ensure that students have access to appropriate support for academic, financial and personal issues which might otherwise affect their experience at the university.</p>	
13. Graduate destinations/employability	
<p>Graduates of the course will have developed a wide range of skills and abilities that will enhance their entrepreneurial skills and therefore their employability. In particular, graduates will be able to:</p> <ul style="list-style-type: none"> • Identify career opportunities towards an entrepreneurial role; • Build on existing expertise with up-to-date international disciplinary knowledge and skills to be able to gain accelerated promotion in their chosen profession; • Lead change as an intrapreneur inside a larger organisation • Carry out consultancy work within a wide range of sectors (e.g. manufacturing, services, retailing), or advise other entrepreneurs; • Work in organisations supporting innovative, both public and private (e.g. incubators). 	

<ul style="list-style-type: none"> Undertake further study within the field of Innovation and Entrepreneurship. 	
14. Course standards and quality	
<p>Management of the course will be conducted through three formally constituted committees: the Board of Examiners; the Course Committee and the Course Enhancement Board. The roles and activities of these committees will be as specified in the University's Quality Handbook. The Course Enhancement Board includes external input from employers and alumni.</p> <p>An External Examiner will be appointed, who contributes to the work of the Exam Board then writes an annual report about the overall standards and quality of this course.</p> <p>As a student on the course, you will be able to give us your views on the course and particular modules, suggestions for improvements and any other feedback in formal meetings such as the course committee at which students from the course act as representatives and other staff student meetings. We will also ask for your evaluation of each module, and the course as a whole. We analyse this feedback, tell you what it is and what actions we are going to take.</p>	
15. Assessment regulations	
<p>This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook). Any course specific assessment features are described below:</p>	
<p>This programme is subject to the University's Common Assessment Regulations (located in its Academic Standards and Quality Handbook).</p>	
16. Additional Information	
Collaborative partner(s):	None
Course referenced to national QAA Benchmark Statements:	QAA Benchmark Statements for Master's Courses in Business and Management (QAA, 2015) and AACSB Business Accreditation Standards (2013).
Course recognised by:	
Date this course specification approved:	July 2019
Any additional information:	