

Programme Specification

MSc Entrepreneurship and Innovation

MSc Entrepreneurship and Innovation (with year in industry)

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| <i>School:</i> | York Business School |
| <i>Subject area:</i> | Business Management |
| <i>Entry from academic year:</i> | 2023-24 |
| <i>in the month(s) of:</i> | September, January |
| <i>Awarding institution:</i> | York St John University |
| <i>Teaching institution:</i> | York St John University |
| <i>Delivery location:</i> | York St John University |
| <i>Programme/s accredited by:</i> | |
| <i>Exit awards:</i> | Postgraduate Certificate in Entrepreneurship and Innovation Postgraduate Diploma in Entrepreneurship and Innovation |
| <i>UCAS code / GTTR / other:</i> | Not applicable |
| <i>Joint Honours combinations:</i> | Not applicable |
| <i>QAA subject benchmark statement(s):</i> | Subject Benchmark Statement for Business Management (June 2015) Master's degree characteristics (September 2015) |
| <i>Mode/s of study:</i> | Postgraduate periods of study for full-time / part-time Non-standard period of study as follows: <ul style="list-style-type: none">• Full-time for 2 years (with year in industry) |
| <i>Language of study:</i> | English |
| <i>Paired with foundation year</i> | No |
| <i>Study abroad opportunities:</i> | No |
| <i>Placement year opportunity:</i> | Yes |

Introduction and special features

In a highly competitive global environment, entrepreneurship and innovation is one of the key areas in which businesses can ensure their success and establish a competitive advantage. With organisations seeking to employ individuals with the ability to take advantage of new opportunities, entrepreneurial and innovation skills are increasingly sought after. The *MSc Entrepreneurship and Innovation* will develop and advance your understanding of organisations, their management, the changing context in which they operate and the importance of entrepreneurship and innovation to societies at large. It will prepare you for a wide range of careers in business from business development to starting up running your own business. You will be exposed to the latest contemporary research in entrepreneurship and innovation, develop your critical thinking skills and learn how to apply knowledge the latest in entrepreneurial thought to benefit your current workplace or career.

You will develop both the knowledge and skills that are necessary to undertake a career in business, and learn how to think imaginatively and creatively in order to identify new business opportunities and develop innovative solutions to a range of issues, tensions and themes that face the contemporary business world. Students will learn to apply best-practice approaches to designing, developing, and running their own innovation-driven, often globally orientated, business. The programme will explore the process from

generating new business ideas, developing and refining ideas, and designing the infrastructure right through to launching the business. The award will focus on how innovation can be exploited in technological and business contexts, to increase success for new product or service-based businesses.

Much of the learning is developed through the establishment of collaborative learning communities between the participants and tutors. Solutions to real problems are suggested, discussed and analysed within the learning community which develops key skills and aiding your understanding of the practices and processes of entrepreneurship and innovation.

The York Business School *MSc Entrepreneurship and Innovation* brings together relevant contemporary academic theory and research with practical understanding of activities within organisations. This will be developed by enabling you to share knowledge, relate this to theories developed from relevant research, and learning by practical application. Through the development of an integrated and critically aware understanding of management in the context of contemporary entrepreneurship and innovation issues, the programme will involve you in a demanding process of personal and professional development.

Special features of the programme include:

- The fostering of entrepreneurial and innovation skills to enable you to have a career managing innovation in existing firms and to found new ventures
- Developing a sound understanding of the skills necessary to undertake leadership responsibilities in an ethical and informed way
- Emphasis on the combination of theoretical rigour and practical experience
- Supports the development in the skills of entrepreneurship and innovation to operate effectively and competently in an international context
- Assessment methods used to mirror organisational based activities
- Provides a supportive platform for critical reflection, through the application of academic theories to your real work situations
- Participation in active and supportive forums drawing on practical expertise
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme
- Opportunity to gain work experience

Admissions criteria

You must meet the University's general entry criteria for [postgraduate](#) study. In addition, you must have:

- A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution
- or
- Current or recent work experience (within the last two years) appropriate to enable you to contribute to the programme

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing

Programme aim(s)

The overall aim of the programme is to develop your critical understanding and self-awareness of the issues relating to entrepreneurship and innovation, fostering entrepreneurial and innovation skills to enable you to have a career managing innovation in existing firms and to found new ventures.

You will be supported as you:

- Develop critical awareness and understanding of business generally and specifically relating to entrepreneurship and innovation
- Develop the ability to connect theory with practice in creative and innovative ways and reflect upon the learning involved as well as the outcomes
- Develop critical awareness and understanding of the role of managers within the context of business sustainability, corporate social responsibility and ethics, helping you undertake effective roles in business organisations as responsible managers
- Develop and enhance life-long learning skills and personal development to work with self-direction, originality and purpose

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 7

- 7.1 Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of entrepreneurship and innovation
- 7.2 Demonstrate an advanced and critical understanding of concepts, information and techniques informed by knowledge at the forefront of the study of contemporary entrepreneurship and innovation issues within the context of society
- 7.3 Demonstrate a systematic, integrated and critically aware understanding and mastery of techniques relevant to the study of entrepreneurship and innovation
- 7.4 Critically reflect and evaluate management, leadership and team working skills and take a proactive, independent and self-reflective role in working and developing professional relationships with others
- 7.5 Formulate a critical awareness of current issues in entrepreneurship and innovation informed by contemporary research and practice
- 7.6 Demonstrate a deep knowledge and critical understanding of organisations, context and response to changes in the global business environment
- 7.7 Extrapolate information critically and creatively utilising appropriate decision making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information
- 7.8 Design, conduct, analyse and disseminate an extended independent piece of research or business-related project from inception to completion

Programme structure

Full-time

| Code | Level | Term | Title | Credits | Module status | |
|-----------------------|-------|--------|--|---------|---|--|
| | | | | | compulsory or optional to take C or O | non-compensatable or compensatable NC or X |
| MBB7001M ¹ | 7 | 1 or 2 | Researching Contemporary Business Issues | 15 | C | X |
| MBB7002M | 7 | 1 | Perspectives on Sustainable Business | 15 | C | X |
| MBE7001M | 7 | 1 | The Essence of Entrepreneurship and Innovation | 15 | C | X |
| MBE7002M | 7 | 1 | New Venture Creation | 15 | C | X |
| MBB7003M ¹ | 7 | 1 or 2 | Data Analytics and the Blockchain | 15 | C | X |
| MBM7004M | 7 | 2 | Digital and Interactive Marketing | 15 | C | X |
| MBE7003M | 7 | 2 | Social Enterprise: A New Frontier for Co-operation, Collaboration and Craft Work | 15 | C | X |
| MBE7004M | 7 | 2 | Becoming an Entrepreneurial Practitioner | 15 | C | X |
| MBB7010M | 7 | 2-3 | Capstone Project | 60 | C | NC |

Part-time

| Code | Level | Year | Term | Title | Credits | Module status | |
|-----------------------|-------|------|--------|--|---------|---|--|
| | | | | | | compulsory or optional to take C or O | non-compensatable or compensatable NC or X |
| MBB7001M ¹ | 7 | 1 | 1 or 2 | Researching Contemporary Business Issues | 15 | C | X |
| MBB7002M | 7 | 2 | 1 | Perspectives on Sustainable Business | 15 | C | X |
| MBE7001M | 7 | 1 | 1 | The Essence of Entrepreneurship and Innovation | 15 | C | X |
| MBE7002M | 7 | 2 | 1 | New Venture Creation | 15 | C | X |
| MBB7003M ¹ | 7 | 1 | 1 or 2 | Data Analytics and the Blockchain | 15 | C | X |
| MBM7004M | 7 | 2 | 2 | Digital and Interactive Marketing | 15 | C | X |
| MBE7003M | 7 | 1 | 2 | Social Enterprise: A New Frontier for Co-operation, Collaboration and Craft Work | 15 | C | X |
| MBE7004M | 7 | 2 | 2 | Becoming an Entrepreneurial Practitioner | 15 | C | X |
| MBB7010M | 7 | 2 | 2-3 | Capstone Project | 60 | C | NC |

Full-time (with year in industry, 2 years)

| Code | Level | Year | Term | Title | Credits | Module status | |
|-----------------------|-------|------|--------|--|---------|---|--|
| | | | | | | compulsory or optional to take C or O | non-compensatable or compensatable NC or X |
| MBB7001M ¹ | 7 | 1 | 1 or 2 | Researching Contemporary Business Issues | 15 | C | X |
| MBB7002M | 7 | 1 | 1 | Perspectives on Sustainable Business | 15 | C | X |
| MBE7001M | 7 | 1 | 1 | The Essence of Entrepreneurship and Innovation | 15 | C | X |
| MBE7002M | 7 | 1 | 1 | New Venture Creation | 15 | C | X |
| MBB7003M ¹ | 7 | 1 | 1 or 2 | Data Analytics and the Blockchain | 15 | C | X |
| MBM7004M | 7 | 1 | 2 | Digital and Interactive Marketing | 15 | C | X |
| MBE7003M | 7 | 1 | 2 | Social Enterprise: A New Frontier for Co-operation, Collaboration and Craft Work | 15 | C | X |
| MBE7004M | 7 | 1 | 2 | Becoming an Entrepreneurial Practitioner | 15 | C | X |
| MBB7011M | 7 | 1-2 | 1-3 | Business Consultancy Project | 60 | C | NC |

¹ MBB7001M should be taken prior to MBB7003M. This applies to both September and January starters, full time and part time

Learning, teaching and assessment

A key part of the philosophy of the programme is that by bringing together relevant academic theory and practical experience, you can enhance your deep understanding of these elements, and develop yourself as an individual and as a leader.

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, tutorials, workshops and global café style learning activities. Each module has a Virtual Learning Environment (VLE) where you and other master's level students will be encouraged to be involved with online debate and collaborative approaches to learning.

Some participants may not have been engaged in formal education for some time, and may never have studied social sciences at postgraduate level: support with study skills, conventions of academic analysis and writing will be available for you from the start of the programme module and will continue throughout your studies.

All modules are assessed through a programme of work undertaken whilst studying for the award. A range of assessment tools are used including presentations, critical essays, portfolios and reflective journals and case study work. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission.

You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your subject knowledge.

You will receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of business management.

Placement year

The industrial placement is designed to address the demands of the business management profession and give you a competitive edge when it comes to your career. The work placement will provide opportunities to apply knowledge and skills learnt in the taught modules, enhance communication and interpersonal skills and improve employment potential. The placement component is for an academic year in duration, which starts after you have successfully completed the taught modules. During your placement, you will also work towards and complete your Business Consultancy Project.

It is ultimately the student's responsibility to secure their placement. The University will offer guidance and support and recommend students to many of our partners that have expressed strong support and interest in the programme.

If you are an international student on a Tier 4 visa, your CAS will have a course duration of two years, subject to your meeting the UKVI's standard requirements.

During the placement period, you undertake an internship within a partner organisation and complete the Business Consultancy Project. The placement year is only available to those students studying towards the award on a full-time basis.

Progression and graduation requirements

The University's [general regulations for](#) postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- York St John University General Regulations for Postgraduate Awards
- QAA Master's degree characteristics (September 2015)
- Principles for Responsible Management Education (Prime): Inspirational Guide for the Implementation of Prime

Date written / revised: June 2019

Programme originally approved: June 2019