YORK
ST JOHN
UNIVERSITY
Est. 1841

Programme Specification

MBA Entrepreneurship and Innovation

School:	York Business School
Subject area:	Business
Entry from academic year:	2023-24
in the month(s) of:	October, January, April, July
Awarding institution:	York St John University
Teaching institution:	Robert Kennedy College
Delivery location:	Robert Kennedy College Online Campus
Programme/s accredited by:	Not applicable
Exit awards:	Postgraduate Certificate Leadership Postgraduate Diploma Entrepreneurship and Innovation
UCAS code / GTTR / other:	Not applicable
Joint Honours combinations:	Not applicable
QAA subject benchmark statement(s):	Subject Benchmark Statement for Business Management (June 2015) Master's degree characteristics (September 2015)
Mode/s of study:	Full-time for 1 year Part-time for 3 years Distance / blended learning
Language of study:	English
Paired with foundation year	No
Study abroad opportunities:	No
Placement year opportunity:	No

Introduction and special features

The York Business School MBA in Entrepreneurship and Innovation provides you with the skills and knowledge to participate effectively in the creation and growth of high-impact business ventures in the creative, social and technology sectors.

The programme is designed to foster entrepreneurial and innovation skills to enable you to have a career managing innovation in existing firms and to found new ventures. You will learn how organisations build value through the application of entrepreneurial practices, the challenges and opportunities typically facing new and existing businesses, and the ability to design and implement creative strategies. The programme places a strong emphasis on the application of your skills and knowledge to real-life situations and organisations.

The programme seeks to expose students to the challenges, contexts and implications of entrepreneurship and provide you with a sense of the challenges inherent in starting up and running a new enterprise. You will develop a critical understanding of contemporary discourses surrounding entrepreneurs and entrepreneurship as they are found in a range of national cultures and organizational contexts. The programme brings together relevant contemporary academic theory and research with practical understanding of activities within organisations at all stages of their development. You will explore issues

that have significant impact within organisations by working with others and building on both their experiences and your own.

Much of the learning is developed through the establishment of collaborative learning communities of programme participants and tutors – and you will become part of that community of learning. Solutions to real problems are suggested, discussed and analysed within the learning community with the support of tutors and fellow learners.

The programme is international in its design and engages with themes on an international basis. Many different cultural contexts are utilised to help provide the setting for discussions. This programme provides opportunities to grow global networks both virtually and also through the residential activity that creates an environment for cross cultural peer-to-peer learning.

On completion of the programme, you will be able to critically evaluate a range of theories and models relating to organisations, entrepreneurship, innovation and change, and apply these to real-life situations in order to inform your decision making. The network that you will develop over the duration of the programme often continues to be a supportive and strong community of practice post-graduation.

Most of the programme is delivered online, but you must attend a 5 day residential in either York or Zürich as part of the Capstone Project module. This is an excellent opportunity to network with fellow professionals, share learning and understanding, and build global relationships, alongside learning about how to conduct academic research to support you in the completion of your capstone project.

Special features of the programme include:

- Flexible approach to enable you to make the best use of your time
- Online lectures, specially tailored to help you develop your critical thinking skills
- Opportunity to work with a range of experienced managers and professionals, both as tutors and peers
- Provides a supportive platform for critical reflection, through the application of academic theories to your real work situations
- Potential to learn from other experienced managers and professionals participating in the programme
- Participation in active and supportive forums drawing on practical expertise
- Chance to network with other professionals in a one week residential

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

  and

- Current or recent work experience (within the last two years) appropriate to enable you to contribute to the programme

  or

- **Entry via Open Access Module**
  If you have extensive work experience appropriate to enable you to contribute to the programme you can gain entry to the programme through the APEL (Accredited Prior Experiential Learning) process. This should be demonstrated via the application form and a CV and will enable you to enter the programme via the Open Access Module MBK7001M *Leading Innovation and Change*. If passed, this module will provide the required evidence for you to join the full programme and the credits will count towards your Master's degree.

YSJU in exceptional cases reserve the right to interview applicants directly to help clarify their eligibility, as appropriate. When this is the case, interviews would normally be conducted virtually.

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/). You might be able to demonstrate English Language capability through work based references

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. You will be supported as you:

- Develop critical awareness and understanding of the key concepts of entrepreneurship, innovation and change, organisational strategy, and national and organisational culture

- 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 impact that entrepreneurship, strategy and culture can have within organisations

- Develop and enhance life-long learning skills and personal development in order to work with self-direction and originality

Programme learning outcomes

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

Level 7
Knowledge and understanding
7.1   Develop a systematic, integrated and critically aware understanding of processes of entrepreneurship, innovation and change in organisations

7.2   Formulate a critical awareness of current issues relating to lead entrepreneurship, innovation and change, informed by leading edge research and practice

7.3   Will have acquired a deep knowledge and critical understanding of theories of entrepreneurship, leadership, ethics, sustainability, strategy, culture, innovation and change in organisations

Cognitive and thinking skills
7.4   Evaluate and integrate theory and practice in a wide range of situations

7.5   Extrapolate information critically and creatively utilising appropriate decision making

7.6   Apply appropriate techniques in order to solve problems and identify and evaluate options

7.7   Demonstrate the effective synthesis and analysis of information and knowledge in order to extract meaning and understanding of practical challenges

Practical/Professional skills
7.8   Demonstrate originality, insight, and critical and reflective abilities which can be brought to bear upon problem situations

7.9   Judge complex issues systematically and creatively, with the ability to develop sound analyses whilst dealing with incomplete data

7.10   The ability to make decisions and communicate them clearly in complex and unpredictable organisational contexts

Key transferable skills
7.11   Demonstrate the ability to use and share knowledge and information effectively to articulate key concepts and abstract meaning

7.12   Apply technological skills and research strategies in effective management decision-making

7.13 Be self-directed in the ability to learn independently in a way that ensures continuing professional development

7.14 Develop academic writing skills to share understanding and new ideas

In addition, on successful completion of the programme, participants will have provided evidence of being able to:

7.15 Demonstrate an advanced understanding of concepts, information and techniques informed by knowledge at the forefront of the study of entrepreneurship, leadership, ethics, sustainability, innovation and change

7.16 Exhibit in-depth, critical, specialist knowledge and mastery of techniques sufficient to allow detailed investigation into issues related to entrepreneurship, leadership, innovation and change

7.17 Design, conduct, analyse and disseminate an extended independent piece of research relevant to entrepreneurship and/or innovation from inception to completion

7.18 Take a proactive, independent and self- reflective role in working and developing professional relationships with others

Programme structure

Full-time distance learning delivery (1 year)

Code	Level	Title	Credits	Module status	
				compulsory or optional to take **C or O**	non-compensatable or compensatable **NC or X**
MBK7001M	7	Leading Innovation and Change	30	C	X
MBK7008M	7	Entrepreneurship and Society	30	C	X
MBK7003M	7	Culture, Leadership and Innovation in Organisations	30	C	X
MBK7004M	7	Successful Strategic Thinking	30	C	X
MBK7011M	7	Capstone Project	60	C	NC

Part-time example for blended and distance learning delivery (typically 3 years)

Code	Level	Year	Term	Title	Credits	Module status	
						compulsory or optional to take **C or O**	non-compensatable or compensatable **NC or X**
MBK7001M	7	1	1	Leading Innovation and Change	30	C	X
MBK7008M	7	1	2	Entrepreneurship and Society	30	C	X
MBK7003M	7	2	1	Culture, Leadership and Innovation in Organisations	30	C	X
MBK7004M	7	2	2	Successful Strategic Thinking	30	C	X
MBK7011M	7	3	1-3	Capstone Project	60	C	NC

MBK7001M *Leading Innovation and Change* will be the first module delivered on the programme. Subsequent modules can then be taken in any order; this will be determined by sufficient cohort size. In order to progress on to MBK7011M *Capstone Project*, you must have taken 120 credits, successfully passed at least 90 credits and have at least a compensatable mark (ie 45-49) in the remaining 30 credits.

Learning, teaching and assessment

The programme is designed to meet the needs of professional participants with appropriate current or recent work experience who wish to add a level of theory-based understanding to the knowledge they have gained through experience. The educational philosophy is one that promotes critical thinking and goes beyond simply analysing the functional areas of business. The programme delivery is based on principles of adult learning - recognising that participants are likely to bring a large amount of experience and knowledge to the group, and can share this with each other. The style of the programme is participative, and resources for learning explicitly include the knowledge, experience and skills of all participants and staff.

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 first module, and will continue throughout the programme.

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.

The residential event is a five-day block when a group of participants on the programme come together and physically meet one another, and work together in a series of learning activities. The main teaching focus of the five days concerns the final piece of work on the degree. The sessions are conducted according to principles of adult learning, with a great deal of small group discussion and exercises, and by the end of the week you will have a foundation of the knowledge and skills you need to design your final piece of work for the programme.

Distance learning delivery

Video lectures and associated learning materials are used as a foundation for discussion in online forums. This is a dynamic area with wide ranging discussions. Sometimes this is tutor-led and sometimes participant-led, with the oversight of the tutor. As in the classroom, some participants learn best through energetic engagement in debate, while others best through occasional contribution and personal reflection. Everyone has their own learning style and it is one of the strengths of online provision that each person can learn in the way that is most appropriate for them.

Assessment

You will be assessed through methods which enhance critical thinking based on your own individual experiences which you will utilise to develop deeper understanding of self within the context of organisational learning. You will be asked to critically review current theories, and to use relevant theoretical frameworks to analyse situations that you have experienced, either in your current work setting or a previous one. Alternatively you can utilise case studies or study another organisation.

During the process of researching and writing the assignment, you will develop skills of reflection and critical appraisal of situations in relation to published frameworks and theories, enabling you to review workplace practices critically and also to evaluate theory in a critical way. You will also further extend your abilities to present work in an academic manner.

Feedback is seen by the team as an integral part of the learning experience and you will be given critical and constructive comment on your progress within each module at both formative and summative assessment points. 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.

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.

In addition, the following programme-specific regulations apply in respect of progression and graduation:

- In order to progress on to MBK7011M *Capstone Project*, you must have taken 120 credits, successfully passed at least 90 credits and have at least a compensatable mark (ie 45-49) in the remaining 30 credits.

Internal and external reference points

This programme specification was formulated with reference to:
- [University Mission Statement](#)
- [Strategic Plan 2015-20](#)
- [QAA subject benchmark statement](#)
- [Framework 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: 17/09/17
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