MSc in Entrepreneurship and Management (full-time)
For students entering in 2016/7

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	
Faculty:	Henley Business School at Univ of Reading
Programme length:	1 years
Date of specification:	11/Nov/2016
Programme Director:	
Programme Advisor:	
Board of Studies:	HBS Pre Exp BOS
Accreditation:	None

Summary of programme aims
The overall objective of the programme is to develop entrepreneurial individuals through an integrated understanding of entrepreneurship and management, and assist them to take effective decisions as future entrepreneurs or managers within entrepreneurial firms.

The programme provides:
The advanced study of start-up entrepreneurs and entrepreneurial organisations (public, private, start-ups and not-for-profit), their leadership and management and the changing external and international context in which they operate;

Preparation for and/or development of a career as an entrepreneur or as a manager in an entrepreneurial organisation;

Development of the ability to apply knowledge and understanding of entrepreneurship and management to complex issues, both systematically and creatively;

Development of entrepreneurship and management performance and enhancement of lifelong learning skills and personal development, involving the development of skills at a professional or equivalent level, so as to be able to work with self-direction and originality and to contribute to business and society at large.

This reflects the words of Gibb who proposed that (2002: 258) "perhaps the foremost purpose of entrepreneurship education…is to move the focus of entrepreneurship teaching and research away from the narrow business orientation towards the notion of the development of the enterprising person."

The purpose of the programme is to develop students into people who can think and act decisively in an entrepreneurial way, as exemplified by Casson, (1982, 2003:20), who defined an entrepreneur as "someone who specializes in taking judgemental decisions about the coordination of scarce resources."

Students are expected to arrive without significant work experience, albeit many might have acquired familiarity with a business organisation.

The programme therefore has a strong conceptual and theoretical foundation as the basis for putting "theory into practice".

Practice applications are provided through a variety of methods including case studies, entrepreneurship and business simulations, and developing empathy through observing and working with entrepreneurs.
The MMM075 Entrepreneurship project provides students with a rich learning experience by working with start-up entrepreneurs, or entrepreneurs re-designing their ventures, in a collaborative consultancy situation, over a six week period to the **end of July**.

Preparation for this project involves visits to a start-up incubator in Spring term and a study visit (usually to Poland) to work with start-up entrepreneurs and coaches from the EU Climate-KIC programme after the examination period.

Graduates will be able to understand, respond to and initiate change, and be able to demonstrate intellectual breadth by making integrative links across the various areas of entrepreneurship and management in entrepreneurial organisations.

They should be able to demonstrate an additional range of skills beyond those general skills expected of first degree holders, including pro-activity, self-awareness, and personal responsibility for their and their fellow students' learning outcomes.

They should have value added above their first degree by having a clear understanding of how their initial discipline may be utilised effectively within an entrepreneurial context.

References
Casson, M (2003), The Entrepreneur: An Economic Theory, Second Edition, Edward Elgar, Cheltenham, UK.
Gibb, A.A. (2008) 'Entrepreneurship and Enterprise Education in Schools and Colleges: Insights from UK practice' International Journal of Entrepreneurship Education' Vol 6 Issue 2 pp.48

Transferable skills
Graduates will demonstrate a range of cognitive and intellectual skills and techniques specific to entrepreneurship and management. They should also demonstrate relevant personal and interpersonal skills. These include:
Being able to think critically to make sense of data and be creative in their evaluation of that data;
Managing the creative processes in self and others;
Being able to solve complex problems and make decisions;
Being able to create, identify and evaluate opportunities and options;
Having the ability to implement and review decisions;
The ability to conduct research into entrepreneurship and management issues either individually or as part of a team through research design, data collection, analysis, synthesis and reporting;
Using information and knowledge effectively;
Being able to share knowledge;
Being effective in verbal and non-verbal two-way communication, using a range of media;
Being critical in self-awareness, self-reflection, time and self-management;
Having empathy to a diversity in people and different situations with the ability to overcome disagreements and difficulties;
Continue to learn through reflection on practice and experience;
Effectively perform within team environments with the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others;
Show a willingness to overcome difficult situations within team environments and provide mentoring leadership;
Demonstrate leadership and performance management;
Pro-actively set targets, motivate, monitor performance;
Be able to recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations and choices.

Effective team working is a critical entrepreneurial competence, valued by investors. You will be expected to learn how to become an effective team worker within the cohort and apply that capability in module assessments.

Programme content
Compulsory Modules- 120 credits

Code	Title	Credits	Level	Term
MMM001	International Strategic Management	20	7	A
MMM070	Study and Research Skills: Source, Methods, and Practice	-	7	A&Sp
MMM074	Advances in Entrepreneurship Theory and Practice	20	7	A

MMM075	Entrepreneurship Project	40	7	A,Sp, Su
MMM076	Family Business Management	20	7	Sp
MMM123	New Venture Start-up	20	7	A&Sp

Option Modules:

In addition students must choose **three** option modules to the value of 60 credits. A complete list of options is available from the Programme Administrator, and a list of current options can be found in the relevant Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added.

Optional Modules - up to 60 credits of optional modules

Code	Title	Credits	Level	Term
MMM031	Financial Management	20	7	A
MMM043	Principles of Marketing	20	7	A
MMM094	Financing for Entrepreneurship	20	7	A
MMM034	Corporate Social Responsibility	20	7	Sp
MMM042	Entrepreneurship & Small Business Management	20	7	Sp
MMM060	Global Entrepreneurial Management	20	7	Sp
MMM086	Evolution of Enterprise and Society	20	7	Sp
MMM087	Management in Creative and Cultural Organisations	20	7	Sp
	Study visit to entrepreneur start-ups in Poland	--	7	Su

A foundation of theoretical understanding is provided in Autumn term with contexts for case based application in Spring Term, as development for the application of learning in a real-time consultancy project working with start-up entrepreneurs in Summer Term (to end of July).

Part-time or modular arrangements

N/A

Progression requirements

Assessment by examination of taught modules in April/ May; re-sit failed modules in August/ September; submit Entrepreneurship Project by end of August (date varies), or one month thereafter if there are re-sits. Re-sits always take place in Reading and cannot be taken in your home country.

Students wishing to proceed to a higher degree by research should normally have obtained an average of 60% in the modules and at least 60% in the Entrepreneurship Project.

Summary of Teaching and Assessment

Teaching is organised in modules. The method of delivery varies among modules, especially in terms of the proportions of time allocated to lectures, seminars and case studies. All modules are part-assessed via coursework. Final assessment normally involves a written examination and also incorporates coursework marks.

Mark Interpretation:

70-100% Distinction;

60-69% Merit;

50-59% Good standard (Pass);
Failing categories 40-49% Work below the threshold standard;
0-39% Unsatisfactory work.

For Master's Degrees;
To qualify for Distinction, students must gain an overall average of 70 or more over 180 credits and a mark of 60 or more for the dissertation, and must not have any mark below 40.
To qualify for Merit, students must gain an overall average of 60 or more over 180 credits and a mark of 50 or more for the dissertation, and must not have any mark below 40.
To qualify for Pass, students must gain an overall average of 50 or more over 180 credits and a mark of 50 or more for the dissertation. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits.
For PG Diplomas;
To pass the Postgraduate Diploma students must gain an average mark of 50 or more. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits.
For PG Certificates;
To pass the Postgraduate Certificate students must gain an average mark of 50 or more. In addition the total credit value of all modules marked below 40 must not exceed 10 credits.

Admission requirements
Entrants to this programme are normally required to have obtained a first degree the equivalent to a British upper second class honours degree. Degrees can be in any discipline but applicants must demonstrate a satisfactory level of numeracy. Applicants with the equivalent of a British high lower second class honours degree but with experience of entrepreneurship or SME management are also encouraged to apply.
For applicants whose first language is not English, proof of proficiency is required.
The final project is a consultancy project which requires verbal and non-verbal interaction with the entrepreneurs who host the student teams. Strong levels of spoken English are needed.

Admissions Tutor: Programme Director will have responsibility for admissions

Support for students and their learning
University support for students and their learning falls into two categories.   Learning support is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-sessional English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and the Student Access to Independent Learning (S@il) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme.   Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see www.reading.ac.uk/student

Career prospects
Students who follow this programme will be expected to pursue entrepreneurial careers, whether pursuing start-up opportunities on their own account, or in taking leading managerial roles in entrepreneurial firms. The programme will develop enable the development of pro-active professional capabilities that employers value. It is expected that many students will come from backgrounds with considerable exposure to family firms and on their return, these students will be able to apply the content from the programme and implement growth strategies for these firms, with a professional attitude.

Opportunities for study abroad or for placements
There are currently no opportunities for study abroad for a credit-bearing module within this programme. However, a one week study visit to Poland to work with start-up entrepreneurs and coaches is scheduled within the MMM075 module.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

1. The entrepreneurial process of taking a new business idea through the stages of a start-up venture.
2. Canonical theories of entrepreneurship and entrepreneurial firms.
3. Most recent developments in academic theoretical and practitioner research in entrepreneurship.
4. Current thinking relating to entrepreneurial growth strategies.
5. The internationalisation process and the most significant environmental constraints relevant for entrepreneurship and entrepreneurial management.
6. The consultancy process to assist aspiring entrepreneurs.

Teaching/learning methods and strategies

A1-6. Formal lectures, guest lectures and consultancy practice situations from invited entrepreneurs, discussions, individual and group presentation, group exercises, case studies, guided readings, and guidance on key sources of reference material. Consultancy has theoretical foundation with practical application in collaboration with entrepreneurs. Feedback and guidance are important elements in formative assessment and complement an emphasis on self-study. Supported by Blackboard VLE.

Assessment
Unseen examinations and coursework consisting of long essays, reports, seminar presentations, project-work (group and individual).

Skills and other attributes

B. Intellectual skills - *able to:*

1. Think critically and be creative: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise.
2. Solve complex problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving business problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions.
3. Conduct research into entrepreneurship and management issues either individually or as part of a team through research design, data collection, analysis, synthesis and reporting
4. Use information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from information

Teaching/learning methods and strategies

Students are frequently challenged in all teaching situations to complete logical arguments analyse problems and alternative entrepreneurial strategies. Long essays, reports, debate, group work, and presentations provide the principal vehicle for developing intellectual skills.

Assessment
Unseen examinations and coursework, case study analysis and project.

C. Practical skills - *able to:*

1. Evaluate current theoretical and empirical research in the field of study
2. Evaluate the context for entrepreneurial decision making
3. Use information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from

Teaching/learning methods and strategies

Students are required to undertake and understand a wide range of reading, both of specific references and through researching their own sources of information. Discussion in lectures and seminars emphasises the use of statistical and empirical evidence and the strengths and weaknesses of

information and to share knowledge
4. Consultancy interaction skills for assisting entrepreneurs.

alternative theories, methodologies and entrepreneurship practices.

Assessment

Unseen examinations and coursework, case study analysis and project.

D. Transferable skills - *able to:*

1. Effective use of ICT
2. Effective two-way communication: listening, effective oral and written communication of complex ideas and arguments, using a range of media
3. High personal effectiveness: critical self-awareness, self-reflection and self-management; time management; sensitivity to diversity in people and different situations and the ability to continue to learn through reflection on practice and experience
4. Effective performance within team environments and the ability to recognise and utilise individuals' contributions in group processes, overcome difficulties, and to negotiate and persuade or influence others; team selection, delegation, development and management
5. Leadership and performance management, applying ethical and organisational values to situations and choices.
6. Empathy for and vicarious learning from working with entrepreneurs in the consultancy project.

Teaching/learning methods and strategies

Communication, self-awareness, leadership and teamwork are all central to the entrepreneurial process and incorporated within the core module Practice of Entrepreneurship. Additionally the live case study, Entrepreneurial Management for Food Scientists augments such transferable skills.

Assessment
Assessment of transferable skills is incorporated at several points in the programme, notably in New Venture Start-up and Entrepreneurship Project.

Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.