

## Programme Specification

### MSc Entrepreneurship (Leadership)/(Financing)/(Creative Industries)

For students entering in September 2019

PFTZENTLEPHM/PFTZENTFIPHM/  
PFTZENTCIPHM

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	12 months
Accreditation	AACSB, EQUIS, Climate-KIC
Programme Start Dates	September

#### **Programme information and content**

The overall objective of the programme is to equip graduates from a range of subject backgrounds with the entrepreneurial mind-set and capabilities to take effective decisions and actions as they embark on a career as an entrepreneur or manager within entrepreneurial and/or creative firms.

The specialist pathways of 'leadership', 'financing' or 'creative industries' within the programme allow students to tailor their learning to particular entrepreneurial contexts, and signal their expertise to potential future employers or investors.

Students are expected to arrive without any significant work experience, although many might have familiarity with a business organisation. Students arriving with business experience may still benefit from the opportunity to develop new or extend existing capabilities and/or change their career direction.

The Entrepreneurship Project module provides students with a capstone that provides an integrated learning experience achieved through 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.

This programme is recognised by Climate-KIC, an EU education programme. Demonstration of the above transferable skills may enable students to be accepted onto the Climate-KIC summer school 'Journey' programme where master's students from across Europe come together to develop climate-change mitigation start-ups.

**Module information**

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules. Compulsory modules are listed.

**Compulsory Modules:**

Module	Name	Credits	Level
MMM075	Entrepreneurship Project	40	7
MMM070	Study Skills	0	7
MMM123	New Venture Start-Up	20	7
MMM128	Entrepreneurial Leadership	20	7
MMM094	Financing for Entrepreneurship	20	7
MMM52ENT	Applied Challenge	10	7
MMM153	Advances in Entrepreneurial Theory and Practice	10	7

**Compulsory text:**

The remaining credits will consist of 60 credits of pathway specific modules.

The MMM52ENT Entrepreneurship Project module provides students with a capstone that provides an integrated learning experience achieved through 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 becoming familiar with and developing empathy for entrepreneurs and their challenges through observation at Henley SME events, visiting a start-up incubator to assist entrepreneurs during Spring term and from intense study alongside entrepreneurs during a short programme immediately after the examination period under the supervision of entrepreneurship coaches.

**PATHWAYS****In addition to the Entrepreneurship compulsory modules above:****To qualify for MSc Entrepreneurship (Leadership)**

In addition to the modules listed above students must take at least 60 credits from the list of modules related to Leadership, as specified by the Henley Business School.

**To qualify for MSc Entrepreneurship (Financing)**

In addition to the modules listed above students must take at least 60 credits from the list of modules related to Financing, as specified by the Henley Business School.

### To qualify for **MSc Entrepreneurship (Creative Industries)**

In addition to the modules listed above students must take at least 60 credits from the list of modules related to Creative Industries, as specified by the Henley Business School.

### **Part-time or flexible modular arrangements**

This programme is only available as a full time 12 month programme.

### **Additional costs of the programme**

There are no textbooks which you must buy and students are encouraged to discuss the purchase of textbooks or other resources with the module convenor before purchasing. Some books may be available second-hand, which will reduce costs.

A range of resources to support your curriculum, including textbooks, electronic resources and computer facilities, are available through the Central Library and the Business School Academic Resource Centre.

Printing and photocopying facilities are available on campus at a cost per A4 page of £0.05 (black and white) and £0.30 (colour). Essential costs in this area will be low as most coursework is submitted electronically. Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

A short consultancy practice module to work with start-up entrepreneurs and coaches is scheduled within the Entrepreneurship Project (MMM075) module. This is a 5 day online or online hybrid visit. If delivered as a hybrid, students are required to pay for their own travel and subsistence costs of approximately £200 plus subsistence. More details are available from the programme director.

### **Optional modules:**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of any additional costs associated with the optional modules, will be made available to you prior to the beginning of the programme. Entry to optional modules will be at the discretion of the University and subject to availability. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

### **Placement opportunities**

MMM52ENT Entrepreneurial Project includes a practical element in the form of supervised and independent consultancy sessions.

**Teaching and learning delivery:**

The programme has a strong conceptual and theoretical foundation in Henley's leadership in 'market-making' and experiential/action-learning 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 closely with entrepreneurs.

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is 235 hours.

In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

**Accreditation details**

The programme forms part of a wider portfolio of postgraduate education at Henley Business School. It conforms to the requirements of the accreditation agency, Association to Advance Collegiate Schools of Business (AACSB) which requires Business Schools to provide evidence of Assurance of Learning (AoL) for each of their programmes.

**Assessment**

The programme will be assessed through a combination of written examinations, coursework (including class tests), group work, and oral examinations. Further information is contained in the individual module descriptions.

Assessment by examination of taught modules in April/ May; re-sit of failed modules is in August/ September; submit Entrepreneurship Project by mid-August (date varies), or one month thereafter if there are re-sits.

**Classification**

The University's taught postgraduate marks classification is as follows:

**Mark Interpretation**

70 - 100% Distinction

60 - 69% Merit

50 - 59% Good standard (Pass)

**Failing categories:**

40 - 49% Work below threshold standard

0 - 39% Unsatisfactory Work

*For Masters Degree*

To qualify for **Distinction**, students must

- (i) gain an overall average of 70 or more over 180 credits; and
- (ii) a mark of 60 or more for MMM075 Entrepreneurship Project; and
- (iii) the total credit value of all modules marked below 50 must not exceed 55 credits; and
- (iv) students must not have any mark below 40.

To qualify for **Merit**, students must

- (i) gain an overall average of 60 or more over 180 credits; and
- (ii) a mark of 50 or more for MMM075 Entrepreneurship Project; and
- (iii) the total credit value of all modules marked below 50 must not exceed 55 credits; and
- (iv) students must not have any mark below 40.

To qualify for **Passed**, students must

- (i) gain an overall average of 50 or more over 180 credits; and
- (ii) a mark of 50 or more for the MMM075 Entrepreneurship project; and
- (iii) the total credit value of all modules marked below 50 must not exceed 55 credits; and
- (iv) the total credit value of all modules marked below 40 must not exceed 30 credits.

For the purposes of degree classification, the Entrepreneurship Project (MMM075) is considered to be the equivalent of a dissertation. For the award of a degree, this module must achieve a mark of 50 or more (which may also be achieved in a resit).

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 (MMM075).

*For PG Diploma*

To qualify for **Distinction**, students must

- (i) gain an overall average of 70 or more over 120 credits; and
- (ii) In addition, the total credit value of all modules marked below 50 must not exceed 55 credits; and
- (iii) students must not have any mark below 40.

To qualify for **Merit**, students must

- (i) gain an overall average of 60 or more over 120 credits; and
- (ii) the total credit value of all modules marked below 50 must not exceed 55 credits; and
- (iii) students must not have any mark below 40.

To qualify for **Passed**, students must

- (i) gain an overall average of 50 or more over 120 credits; and
- (ii) the total credit value of all modules marked below 50 must not exceed 55 credits; and
- (iii) the total credit value of all modules marked below 40 must not exceed 30 credits.

*For PG Certificate*

To qualify for a **Postgraduate Certificate**, students must

- (i) gain an overall average of 50 or more over 60 credits; and
- (ii) the total credit value of all modules marked below 40 must not exceed 10 credits.