

## Programme Specification

MSc Entrepreneurship and Innovation (full-time)

PFTZENTRINHM

For students entering in 2024/25

**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	MSc Entrepreneurship and Innovation (full-time) - 12 months
Accreditation	Association to Advance Collegiate Schools of Business (AACSB) EFMD Quality Improvement System (EQUIS)
Programme Start Dates	September
QAA Subject Benchmarking Group	Enterprise and Entrepreneurship Education

### Programme information and content

The purpose of the HBS programme is to equip graduates from a range of subject backgrounds with the entrepreneurial mind-set and capabilities to take effective decisions about business opportunities and action them as foundations for a career as an entrepreneur or innovation manager within entrepreneurial and/or creative firms.

Its design incorporates real/authentic problem situations involving external stakeholders, where students can experience the complexity and ambiguity facing entrepreneurs, whilst being mentored by the programme director to support them and reduce anxiety.

Exposure to risk is integral and as it cannot easily be taught it therefore has to be experienced where students need to express their opinions to internal and external audiences and thus risk their opinion and reputation. This is to prepare them especially for those returning to family firms where they will be expected to adopt greater responsibility.

To quote Neck et al (2018) the programme enables students to “learn entrepreneurship [by doing] entrepreneurship” so that they can apply it in any future context.

The design of the programme is informed by 2012 and 2018 QAA: Enterprise and Entrepreneurship Education: Guidance for UK Higher Education Providers.

“Enterprise and Entrepreneurship Education provides interventions that are focused on supporting behaviours, attributes and competencies that are likely to have a significant impact on the individual student in terms of successful careers. Learning about and experiencing Enterprise and Entrepreneurship while at university can have several benefits. It gives students alternative perspectives on their career options and ultimately, the confidence to set up their own business or social enterprise.”

It is attractive for students from family and small business backgrounds who wish to enhance and benchmark their entrepreneurial capabilities before embarking on a small business career.

It is also attractive for risk tolerant students who are unsure of their precise career direction but believe it will be in innovation and entrepreneurial venturing roles such as product or market management.

### Programme Learning Outcomes

-MSc Entrepreneurship and Innovation (full-time)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

Learning outcomes	
1	Synthesise different academic business and management knowledge to produce original creative thinking (QAA Level 7)
2	Apply investigative research skills in a business context for gathering, making sense of and evaluating a variety of information sources (QAA Level 7)
3	Empathise with and support cohort colleagues and external stakeholders in a responsible manner to encourage positive outcomes in the programme and in the wider society
4	Communicate complex business information persuasively, drawing on relevant evidence, regardless of the mode of transmission to specialist and non-specialist audiences (QAA Level 7)
5	Reflect critically on your ability to work effectively and professionally including in diverse business teams
6	Apply innovative and entrepreneurial theories and practices to solve complex problems in real business situations

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

### Module information

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

#### Compulsory modules

Module	Name	Credits	Level
MMM123	New Venture Start-Up	20	M
MMM128	Entrepreneurial Leadership	20	M
MMM161	Entrepreneurship and Innovation Consultancy Project	40	M
MMM162	Innovation Management	20	M

MMM168	Advances in Entrepreneurial Theory and Practice	20	M
MMM169	Applied Challenge	20	M

In addition, students must select modules to make up a total of 180 credits from a list made available by the Programme Director.

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

None

#### **Placement opportunities**

No formal placement.

MMM161 Entrepreneurship and Innovation Consultancy Project includes a practical element in the form of supervised and independent consultancy sessions with an external client.

#### **Study abroad opportunities**

There are no formal study abroad arrangements.

MMM169 Applied Study Challenge is usually (not always the same) undertaken in collaboration with a University partner institution, which was most recently the University of Economics in Wroclaw, Poland.

#### **Optional modules**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take.

Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

#### **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, innovation stimulus, and developing empathy through observing and working closely with entrepreneurs.

Entrepreneurs are required to discover, evaluate, innovate and exploit opportunities for future business, which is always uncertain. We will help you to develop the capabilities required for successful entrepreneurship.

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 at Level 7.

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.

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including 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.

Its design and governance 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.

Henley Business School is also accredited by EFMD Quality Improvement System (EQUIS).

### **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 and Innovation Consultancy Project by early September (date varies), or one month thereafter if there are re-sits.

**Progression**

N/A

**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**

The following conditions must be satisfied for the award of a Master's degree:

**Award of a Master's degree**

- (i) an overall weighted average of 50% or more over 180 credits
- (ii) a mark of 50% or more in at least 120 credits
- (iii) not more than 20 credits with a mark below 40%
- (iv) a mark of 50% or more for the Dissertation

In addition to the threshold conditions for the award of a Master's degree, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

**Distinction**

An overall weighted average of 70% or more over 180 credits

OR

an overall weighted average of 68% or more over 180 credits and marks of 70% in at least 90 credits

AND

A mark of at least 60% in the dissertation

AND

No marks below 40%.

**Merit**

An overall weighted average of 60% or more over 180 credits

OR

an overall average of 58% or more over 180 credits and marks of 60% in at least 90 credits

AND

No marks below 40.

### **For Postgraduate Diploma**

The following conditions must be satisfied for the award of a Postgraduate Diploma:

#### **Award of a Postgraduate Diploma**

- (i) an overall weighted average of 50% or more over 120 credits
- (ii) a mark of 50% or more in at least 80 credits
- (iii) not more than 20 credits with a mark below 40%

In addition to the threshold conditions for the award of a Postgraduate Diploma, the following further conditions must be satisfied for a classification of Distinction or Merit:

#### **Distinction**

An overall weighted average of 70% or more over 120 credits

OR

an overall weighted average of 68% or more over 120 credits and marks of 70% in at least 60 credits

AND

No marks below 40.

#### **Merit**

An overall weighted average of 60% or more over 120 credits

OR

an overall average of 58% or more over 120 credits and marks of 60% in at least 60 credits

AND

No marks below 40.

### **For Postgraduate Certificate**

The following conditions must be satisfied for the award of a Postgraduate Certificate:

#### **Award of a Postgraduate Certificate**

- (i) an overall weighted average of 50% or more over 60 credits

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

MMM123 options are available for free video software or bespoke at a cost of around £120 from various providers.

MMM169 International Study Visit - personal subsistence and entertainment whilst abroad plus cost of visa.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. The estimates were calculated in 2023.

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant**

**module descriptions do not form part of your Terms and Conditions with the  
University of Reading.**

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14 July 2023

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