MSc Innovation Management and Entrepreneurship

Programme Specification

Primary Purpose

Course management and quality assurance.

Secondary Purpose

Detailed information for students, staff and employers. Current students should refer to the related Course Handbook for further detail.

Disclaimer

The University of Portsmouth has checked the information given in this Programme Specification. We will endeavour to deliver the course in keeping with this Programme Specification; however, changes may sometimes be required arising from annual monitoring, student feedback, review and update of units and courses. Where this activity leads to significant changes to units and courses, there will be prior consultation of students and others, wherever possible, and the University will take all reasonable steps to minimize disruption to students. It is also possible that the University may not be able to offer a unit or course for reasons outside of its control, for example; the absence of a member of staff or low student registration numbers. Where this is the case, the University will endeavour to inform applicants and students as soon as possible. Where appropriate, the University will facilitate the transfer of affected students to another suitable course.

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Contents

Course Details

1. Named Awards

MSc Innovation Management and Entrepreneurship

2. Course Code (and UCAS Code if applicable)

C2385F, C2385P

3. Awarding Body

University of Portsmouth

4. Teaching Institution

University of Portsmouth

5. Accrediting Body

None

6. QAA Benchmark Groups

Postgraduate Business Subject Benchmark Statement

7. Document Control Information

October 2018

8. Effective Session

2018-19

9. Author

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10. Faculty

Faculty of Business & Law

11. Subject Group

Strategy, Enterprise and Innovation

Curriculum

12. Educational Aims

- To provide students, including those with a business and non-business related subject backgrounds, with the opportunity to acquire profound Master's level knowledge, understanding and skills in the areas of management of innovation and entrepreneurship (this will be combined with rigorous grounding in these subject areas)
- To enhance the scholarship of students by equipping them with a range of transferable, conceptual, analytical and reflective skills which could be applied to the problems of small as well as large businesses (including business start-ups) in the private and public sectors

- To provide opportunities to develop research skills at master's level
- To provide a challenging and stimulating framework of study for students
- To facilitate personal, academic and professional development through a coherent programme of study
- To provide an opportunity for students to identify and analyse the context of the application of their learning
- To provide opportunities for students to develop critical awareness of current issues in the field of innovation management and entrepreneurship
- To provide opportunities for students to develop critical perspectives on theories and to review and evaluate the appropriateness and potential value of concepts, models and techniques that underpin the constituent innovation management and entrepreneurship subjects
- To provide students with both multidisciplinary and integrated perspectives that can be employed in the analysis of business problems, in the context of innovation management and entrepreneurship
- To provide students with opportunities for blended learning using appropriate information and communication technologies
- To provide students with a non-managerial background with a qualification relevant to a future career in business, particularly in the areas of innovation, entrepreneurship, small business, and product development management

13. Reference Points

- University of Portsmouth Curriculum Framework Document
- The scholarship and research expertise of academic members of staff
- QAA Quality Code
- Framework for Higher Education Qualifications (FHEQ)
- QAA Master's Business Subject Benchmark Statement

14. General Learning Outcomes

Level 7

Master's degrees/Postgraduate Certificates/Postgraduate Diplomas are awarded to students who have demonstrated:

- a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice
- a comprehensive understanding of techniques applicable to their own research or advanced scholarship
- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline
- conceptual understanding that enables the student:
  - to evaluate critically current research and advanced scholarship in the discipline
  - to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses

Typically, holders of the qualification will be able to:

- deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level

- continue to advance their knowledge and understanding, and to develop new skills to a high level

And holders will have:

- the qualities and transferable skills necessary for employment requiring:
  - the exercise of initiative and personal responsibility
  - decision-making in complex and unpredictable situations
- the independent learning ability required for continuing professional development

15. Learning Outcomes

A. Knowledge and Understanding of:

A.1 Key innovation management and entrepreneurship concepts and principles, especially how to manage product innovation and development at operational and strategic levels, and enhancing competitiveness through innovation

A.2 The key factors influencing and facilitating innovation within organisations, as well as the external forces influencing organisations in this respect, including economic, social, environmental and technological change issues, and international development

A.3 The processes involved in the development of new products and services, including the management of resources and key activities within the new product development process

A.4 Markets and customers, in the context of targeting products at markets, and the influence of market changes on organisations, in the context of innovation management and entrepreneurship

A.5 Entrepreneurship, both in small to medium enterprises and larger organizations, and the use of theory and related tools in the creation and development of opportunities (including new ventures)

A.6 The financing of business operations, with a particular focus on financial assessments within new product development and financing new business start-ups - with regards to the latter, this will include: sources of finance and management of financial resources

A.7 Contemporary innovation management and entrepreneurship concepts, theories, models and analytical frameworks and their application in the development of appropriate business policies, practices and strategies

A.8 Appropriate and representative literature in the field of innovation management and entrepreneurship, with the ability to identify, reflect upon, and engage critically with this literature

A.9 The uses and limitations as well as strengths and weaknesses of different research methods, processes, techniques (qualitative and quantitative) and their application

B. Cognitive (Intellectual or Thinking) Skills, able to:

B.1 Synthesise, analyse and interpret information from a variety of sources, including the integration of theory and practice

B.2 Solve problems and make decisions by establishing relevant criteria and making use of appropriate decision techniques

B.3 Apply critical and creative thinking to the analysis and evaluation of business problems and management issues, including the ability to identify assumptions, and implicit values, evaluate evidence, appraisal the logic of arguments and the ability to generalise appropriately

B.4 Make appropriate use of numeracy, quantitative and qualitative skills including the use of models and conceptual frameworks for business situations and management issues, in the context of innovation and entrepreneurship

B.5 Analyse and diagnose complex and uncertain situations

C. Practical (Professional or Subject) Skills, able to:

C.1 Retrieve, sift and select appropriate information from diverse sources

C.2 Apply appropriate qualitative and quantitative techniques to analyse information and to evaluate research

C.3 Undertake effective decision-making in complex and uncertain situations

C.4   Implement decisions through the selection and use of appropriate interpersonal skills

C.5   Plan, conduct and report a programme of original research

D. Transferable (Graduate and Employability) Skills, able to:

D.1   Opportunity spotting and evaluation skills, particularly within the context of entrepreneurship

D.2   Understanding of the importance of innovation to organisational success, and the economy

D.3   Researching consumer needs and incorporating these needs into new products

D.4   Oral communication and presentation skills

D.5   Self-management, taking responsibility for own learning and prioritising time in the development of work and learning

16. Learning and Teaching Strategies and Methods

Knowledge and understanding of key principles, theories and techniques relevant to the constituent elements of innovation management and entrepreneurship will be provided through a programme of weekly, progressive activities, beginning at Induction. This will include; formal tutor delivered lectures, supported by workshop sessions, work group activities using case studies, exploratory exercises and small group work. Group discussions and surgeries, both face-to-face and asynchronous on-line, will be used to refine understanding, and in the case of online learning, this will provide particular assistance to part-time students.

Cognitive skills will be developed through a programme of weekly, progressive activities, beginning at Induction these will include, formal tutor delivered lectures, supported by workshop sessions, work group activities using case studies, exploratory exercises and small group work. Lectures will be the starting point for the development of cognitive skills via explanation and review. Small group work will be the main vehicle for promoting these skills. Activities such as academic exercises, problem-solving exercises, case studies and business games are designed so that students enhance their skills (B.1-B.5) via the facilitating role of the lecturer and the interaction with peers. Feedback, both informally and formally (including for coursework), will encourage the development of all the cognitive skills listed, especially independence of thought and creativity (B.3).

Induction includes initial guidance on the use of library and other (electronic) sources of information (C.1). This, together with skill C.2, is promoted in the taught research methods, which forms part of the final research project assessment. The 'role play' nature of the small group work based on case studies and business games provides the opportunity for the development of skills C.1 to C.4. Whilst lectures establish the frameworks and guidance, the students are challenged to make decisions (C.3), demonstrate how these decisions are translated into a plan and how the plan is to be implemented (C.4). Specific attention is given to skill C.5 in the research methods element of the Research Project and during the supervision of the Research Project itself. Feedback, both informally and formally (including for coursework) encourages the development of all the skills listed.

Employability skills will be developed through a mixture of the weekly progressive activities and the assessed elements of the course. Students will develop their oral communication skills through presentations delivered within units, as well as through discussions within seminar sessions (D.4). Understanding of the importance of innovation, creativity, entrepreneurship and enterprise (D.2) will be developed through lectures and seminars. The entrepreneurship units will also build in opportunity spotting and evaluation skills (D.1). Whilst the new product development unit will require students to research, and subsequently incorporate, consumer needs into the development of a new product concept (D.3). Students will take responsibility for their own learning and the development of coursework, to meet the required deadlines (D.5).

17. Assessment Strategy

Seen and unseen written examinations and coursework assignments are used to assess knowledge and understanding (A.1-A.9). Coursework assignments and the Research Project are directed to the integration of theory and practice (A.1-A.9) in the application of knowledge to different types of organisations and contexts (A.1-A.7). There will be a mixture of self-peer- and tutor-assessment and opportunities for reflection and for formative assessment will be provided, predominantly in workshops and seminars.

Seen and unseen written examinations will assess the cognitive skills B.1 to B.5. Coursework assignments, presentations, and the Research Project, will provide greater scope for students to demonstrate their cognitive skills (B.1, B.3-B.5).

Skills C.1 and C.2 are partly assessed by seen and unseen written examinations. Skills C.1 to C.4 are assessed by coursework assignments. Skill C.5 is assessed by the final Research Project.

Skills D.1 and D.3 will be assessed through coursework and presentations. Skill D.5 will be assessed through the development of a portfolio through the semester period, as well as in seminar/workshop presentations. The students' understanding of innovation (D.2) will be assessed through written assessment in the innovation management unit. Skill D.4 will be assessed in written coursework and through presentation.

The assessments within the degree link to the critical skills and abilities required to achieve the final award. The programme makes use of a variety of assessments in order to assess these skills and abilities, as well as the students' knowledge.

Students will be assessed on their understanding of innovation management, and the critical organisational and managerial issues associated with its management, through a combination of coursework and exam preparation. Through these assessment strategies, their understanding and ability to articulate this understanding will be tested. Within the managing new product development unit the students will be assessed on their ability to undertake the key activities that are required in order to develop and test new products, with the report being used to test their abilities and understanding of the techniques required. Furthermore, through the assessment on this unit, key report writing and presentation skills will be assessed. With respect to presentation skills, these will be tested further in the innovation management unit. The entrepreneurship units will assess students' understanding of entrepreneurship and, in the case of entrepreneurship practice, their practical entrepreneurial skills will also be assessed. The coursework elements in these units will further assess their writing skills, and their understanding of the literature. The student's critical analysis skills will also be assessed through each of the coursework and exam assessments.

18. Course Structure, Progression and Award Requirements

See [Unit Web Search](#)[1] for full details on the course structure and units

Overview

The Course comprises four core units of 30 credits, as well as a 60 credits research project (combined with unit studying research methodology and methods). The course may be studied full-time over twelve months or by part-time study over twenty-four months.

In the full-time mode, the students will study each of the units concurrently, covering entrepreneurship theory, entrepreneurship practice, innovation management, and new product development. Each of these units will be complementary and build overall understanding during the two semesters. The dissertation project is scheduled over the summer period.

The part-time mode incorporates the same core units and options. The delivery is over 4 semesters and will be organised as teaching blocks where the student will study two 30 credit units over the two semesters of their first year (Innovation Management and Entrepreneurship Theory), and another two units in the third and fourth semesters (Managing New Product Development and Entrepreneurship Practice). The units will be delivered through teaching sessions over 24 weeks (this will be structured to require approximately one half day attendance on campus each week).

Employability skills – Opportunities will be provided for students to enhance their employability in a number of ways through this course: e.g. by acquiring and practicing subject-specific and transferable skills; by reflecting on their personal skills and career aspirations in relation to the course content.

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[1] www.port.ac.uk/unitwebsearch

<u>Employability and Guidance</u>

Careers and personal development planning will be covered during Induction. The University Careers Service also provides information and guidance.

University learning-support facilities also include, financial advice, housing, counselling etc.

Student handbook and unit guides provide information about the University (regulations, facilities etc.) and the course (structure, local regulations etc.).

Links with employers are maintained through Faculty of Business & Law's Business Development and Industrial Liaison offices, and through research and knowledge transfer activities of academic staff members.

19. Employability Statement

This course will provide students with the relevant skills, understanding, and abilities that will enable them to develop a future professional career in areas related to this field of study. Furthermore, they will be equipped with state of the art knowledge in the key areas of study. In particular, graduates who complete the MSc in Innovation Management and Entrepreneurship would be well equipped to work in the public or private sector, as well as developing a career starting and/or managing a small firm. The course would also be suitable for students looking to undertake a research or consultancy role, or those looking to develop a career in academia.

Graduates from the MSc might expect to gain senior management roles in a range of functions including marketing, new product development, innovation, R&D, technology, engineering, project management, administration, and the arts. More generally, it may be of interest to those wishing to work in business, manufacturing, healthcare, and knowledge management.

In order for students to be prepared for such careers, the course will enable them to develop appropriate skills, abilities, and knowledge, each of which will be tested within the course assessments. Students will also be provided with opportunities to tailor their research and project work to organisations, opportunities, or potential new ventures, in which they have a particular interest, hence providing them with relevant and specific understanding. More generally, the students will develop intellectually, personally and socially, through the course in order to make them more employable in professional environments.

The students can also benefit from the support and assistance provided by Purple Door, in identifying career options, job search, CV preparation, job applications and interviews. In addition, the students can take advantage of contacts of University of Portsmouth's *Business Services and Research Office* in identifying future career paths. The most valuable facility for the students on this course who wish to start their own business is *The Student and Graduate Enterprise*. It offers confidential information and advice and builds essential enterprise skills to get their business, product, or service off the ground and grow.

<u>Course Management</u>

20. Personal Tutoring Statement

Course Director is the designated Personal Tutor for all students registered on this course. During induction, students are made aware of this provision and are subsequently actively encouraged to meet the Personal Tutor for all required academic and pastoral support. Though two such meetings with the Personal Tutor are provided, in actual practice, the number of such meetings far exceeds this number for most of the students on this course. Two further group meetings occur where the Course Director meets 8 to 10 students in a Personal Tutoring role. In these meetings, support, information and advice on existing affective, learning and organisational provision within University of Portsmouth are provided.

21. Support for Student Learning

- The Course is managed by a Course Leader
- Extensive induction programme introduces the student to the University and their course
- Each student has a personal tutor, responsible for pastoral support and guidance
- University support services include careers, financial advice, housing, counselling etc.
- The Academic Skills Unit (ASK)
- Study Support unit of Faculty of Business & Law
- The Additional Support and Disability Advice Centre (ASDAC)
- Excellent library facilities
- The University of Portsmouth has consistently been awarded an excellent rating for student support and guidance in a number of Quality Assurance Agency inspections
- Student course and unit handbooks provide information about the course structure and University regulations etc.
- Formative feedback is provided for all assessments
- Personal Development Planning (PDP) for all awards

22. Admissions Criteria

A. Academic Admissions Criteria

A good quality first degree from a UK university or equivalent. Normally this would be at least a lower second-class classification.

Students for whom English is a second language will be required to have attained an IELTS score of at least 6.5.

B. Disability

The University makes no distinction in its admissions policy with regard to disability and will endeavour to make all reasonable adjustments in order to make it possible for students to study at Portsmouth on a course of their choice.

23. Evaluation and Enhancement of Standards and Quality in Learning and Teaching

A. Mechanisms for Review and Evaluation

- Course Leader's Annual Standards and Quality Evaluative Review
- Head of Subject Group's Annual Standards and Quality Evaluative Review
- Unit and Course Level student feedback considered at Board of Studies
- Unit Assessment Board consideration of student performance for each programme
- Annual Standards and Quality Reports to Board of Studies, including consideration of Subject and Award External Examiner Reports
- Periodic Programme Review
- Student Representatives and Student/Staff Consultative Committees
- National Student Survey
- Staff Performance and Development Review
- Peer Review and Development Framework
- Faculty Learning and Teaching Committee

B. Responsibilities for Monitoring and Evaluation

- Unit Co-ordinators for unit content and delivery
- Course Leader for day-to-day running of course

- Board of Studies with overall responsibilities for operation and content of course
- Head of Taught Postgraduate Programmes
- Head of Subject Group
- Associate Dean (Academic)
- Associate Dean (Students)
- Quality Assurance Committee
- Unit, Award and Progression Board of Examiners

C. Mechanisms for Gaining Student Feedback

- Student Representation on Board of Studies
- Student Staff Consultative Committees
- Unit and Course level student feedback questionnaires
- University participates in external student surveys, e.g. National Student Survey (NSS), Postgraduate Research Experience Survey (PRES) and International Student Barometer (ISB)

D. Staff Development Priorities

- Academic staff undertake activities related to research, scholarship, teaching and learning and student support and guidance
- Annual staff performance and development reviews match development to needs
- Managers undertake a variety of management development programmes
- New academic staff required to undertake PgCert Learning and Teaching in Higher Education
- All academic staff encouraged to seek Higher Education Academy membership
- Academic staff new to teaching required to undertake Initial Professional Development Programme (iPROF)
- Support Staff are encouraged to attend short courses in areas such as minute taking, and specific IT packages

24. Assessment Regulations

The current University of Portsmouth academic regulations will apply to this programme (*see Assessment and Regulations[2]*).

25. Role of Externals

Subject External Examiners who will:
- Oversee unit assessment and usually attend Unit Assessment Boards
- Review unit assessment strategy
- Sample assessment artefacts
- Present report to Unit Assessment Boards

Award External Examiners (usually also a Subject External Examiner) who will:
- Oversee and attend Award/Progression Boards
- Scrutinise and endorse the outcomes of assessment
- Ensure that the standard of the award is maintained at a level comparable with that of similar awards elsewhere in the United Kingdom

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[2] www.port.ac.uk/departments/services/academicregistry/qualitymanagementdivision/assessmentandregulations/

26. Indicators of Standards and Quality

A. Professional Accreditation/Recognition

None.

B. Periodic Programme Review (or equivalent)

None.

C. Quality Assurance Agency

QAA Higher Education Review, March 2015, judgements about standards and quality meet UK expectations (*for full report see Higher Education Review of the University of Portsmouth, March 2015*[3]).

D. Others

Staff from subject area contribute to REF Units of Assessment in Business and Management.

27. Further Information

Further information may be found in:

* Student Handbook
* University of Portsmouth Curriculum Framework Document
* University of Portsmouth Prospectus
* University of Portsmouth[4] and Faculty of Business & Law[5] websites

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[3] www.qaa.ac.uk/en/ReviewsAndReports/Documents/University%20of%20Portsmouth/University-of-Portsmouth-HER-15.pdf

[4] www.port.ac.uk/

[5] www.port.ac.uk/pbs