

**Royal Holloway, University of London**  
**Course specification for a postgraduate award**  
**Entrepreneurship and Innovation (3362)**

**Standard generic text (please convert to black for publication purposes upon completion)**

**Section 1 – Introduction to your course**

This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

The Master's course is delivered over one year of full-time study (52 weeks) or up to five years of part-time study (260 weeks). The course provides core knowledge of entrepreneurship and specialist electives and the opportunity to undertake a dissertation.

While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

*Degree course* – Also referred to as 'course', this term refers to the qualification you will be awarded upon successful completion of your studies. 'Courses' were formerly known as 'programmes' at Royal Holloway.

*Module* – This refers to the credits you will study each year to complete your degree course. . Postgraduate taught degrees at Royal Holloway comprise 180 credits. On some degree courses a certain number of optional modules must be passed for a particular degree title. 'Modules' were formerly known as 'course units' at Royal Holloway.

Section 2 – Course details			
<b>Date of specification update</b>	February 2022	<b>Location of study</b>	Egham Campus
<b>Course award and title</b>	MSc Entrepreneurship and Innovation	<b>Level of study</b>	Postgraduate
<b>Course code</b>	3362	<b>Year of entry</b>	2022/23
<b>Awarding body</b>	Royal Holloway, University of London		
<b>Department/ School</b>	Strategy, International Business and Entrepreneurship School of Business and Management	<b>Other departments or schools involved in teaching the course</b>	N/A
<b>Mode(s) of attendance</b>	Full-time / Part-time	<b>Duration of the course</b>	One year (52 weeks) full-time Two to five years (104 - -260 weeks) part-time
<b>Accrediting Professional, Statutory or Regulatory Body requirement(s)</b>	N/A	<b>For queries on admissions:</b>	<a href="mailto:study@royalholloway.ac.uk">study@royalholloway.ac.uk</a> .
<b>Link to Coursefinder for further information:</b>	<a href="https://www.royalholloway.ac.uk/studying-here/">https://www.royalholloway.ac.uk/studying-here/</a>		

Section 3 – Degree course structure				
3.1 Mandatory module information				
The following table summarises the mandatory modules which students must take in each year of study				
Module code	Module title	Credits	FHEQ level	Module status (see section 6)
MN5555	Foundations of Modern Management	0	7	MC
MN5561	Venture Creation and Financial Planning	20	7	MC
MN5566	Entrepreneurship & Consultancy	20	7	MC
MN5569	Entrepreneurial Marketing	20	7	MC
MN5570	Innovation	20	7	MC
MN5445	Dissertation Preparation and Research Methods	20	7	MNC
MN5572	Independent Business Research Project	40	7	MNC

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules. Mandatory modules fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module to successfully graduate with a particular degree title, or before you can proceed to the next year of your course where studying part-time. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them (see [Academic Regulations](#) on condonable fails). Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

**3.2 Optional modules**

In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. The following table lists a selection of optional modules that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered or existing ones may be withdrawn. For example; where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, so it is important that this specification is read alongside your department’s Student Handbook, which you can normally access via Moodle. .

**Optional modules are selected to the value of 40 credits.**

Module Title	Credits	Module Title	Credits
MN5571 Ethics and Social Entrepreneurship	20	MN5573 Family and Small Business Management	20
BI5651 Technology Management	20	BI5691 E-Business	20
MN5903 Sustainability Accounting	20	MN5904 Communication Issues in Accounting	20
MN5054 Service Marketing	20	MN5057 Marketing Ethics	20
MN5058 Sports Marketing	20	MN5064 Marketing Communications	20
MN5067 Consumption, Markets and Cultures	20		

**3.3 Optional module requirements**

The choice of modules a student can take is subject to the following rules:

- Optional modules are chosen from the list provided by the Department to complete to a total of 40 credits, including at least one of MN5571 or MN5573.
- Please note that not all optional modules run each year. The full list of modules available for the current academic year can be obtained from <http://www.royalholloway.ac.uk/computerscience/>.

#### Section 4 - Progressing through each year of your degree course

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's [Academic Regulations](#).

All postgraduate taught students are required to take and pass the non-credit bearing Moodle-based Academic Integrity module SS1001 in order to be awarded. The pass mark for the module assessment is stated in the on-line Academic Integrity Moodle module. Students may attempt the assessment as often as they wish with no penalties or capping. Students who otherwise meet the requirements for award as stipulated in the [College's Postgraduate Taught Regulations](#) (Section 15: Consideration and classification of candidates for the award) but fail to pass the Moodle-based Academic Integrity module will not be awarded.

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non - progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

All students on the MSc course will be eligible to submit an Independent Business Research Project. If you have failed a number of taught modules you will be counselled by the Course Director whether progressing to the dissertation stage is likely to be in your best interest.

##### Part-time mode

Year 1 (80 credits)

*Autumn term: (60 credits)*

*Mandatory modules: (60 credits)*

- MN5561 Venture Creation and Financial Planning (20 credits)
- MN5569 Entrepreneurial Marketing (20 credits)

*Spring term (20 credits)*

*Mandatory modules: (20 credits)*

- MN5566 Entrepreneurship & Consultancy (20 credits)

*One elective: (20 credits) from the MSc. Entrepreneurship or (subject to availability) from other masters courses.*

- MN5571 Ethics and Social Entrepreneurship (20 credits)
- MN5573 Family and Small Business Management (20 credits)

Year 2 (100 credits)

*Autumn term: (40 credits)*

*Mandatory modules: (40 credits)*

- MN5445 Dissertation Preparation and Research Methods (20 credits) (**Mandatory non-condonable**)
- MN5570 Innovation (20 credits)

*Spring term: (60 credits)*

*One elective: (20 credits) from the MSc. Entrepreneurship or (subject to availability) from other masters courses.*

- MN5573 Family and Small Business Management (20 credits)
- MN5571 Ethics and Social Entrepreneurship (20 credits)

*Final project: (40 credits)*

- MN5572 Independent Business Research Project (40 credits) (**Mandatory non-condonable**)

#### Section 5 – Educational aims of the course

The aims of this course are to:

- Help you gain a critical understanding of Entrepreneurship and Innovation research, enabling them to explain key concepts and theories and make connections between theory and practice;
- Help you appreciate 'why', 'how', 'where' and in 'what capacity' Entrepreneurship and Innovation takes place;
- Help students appreciate the impact of Entrepreneurship and Innovation at international, regional and national levels, the community level and the level of the firm and individual;
- Equip you with some of the knowledge and skills to develop your own projects, whether it be starting a new organisation or developing an entrepreneurial and innovative project within an existing organisation, in the public, voluntary or private sectors;
- Give you the opportunity to apply your knowledge of the subject area, critical thinking skills and communication skills, to coursework and exams, and to the research and writing of the dissertation;
- Prepare you for possible careers as an entrepreneur, business owner, manager in the public, voluntary or private sectors, policy maker in support services, and/or as a researcher.

**Section 6 – Course learning outcomes**

**In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (\*))**

<ol style="list-style-type: none"> <li>1. A systematic understanding of the knowledge of, and a critical awareness for, current issues in Entrepreneurship and Innovation, and how they are interrelated, which is at, or informed by, the forefront of the discipline and area of professional practice <b>(K)</b>;</li> <li>2. In-depth and critical understanding of the <i>entrepreneur</i>, as someone who identifies and acts on opportunities, the <i>entrepreneurial</i> process which incorporates the actions involved, and the <i>entrepreneurial</i> event itself <b>(K)</b>;</li> <li>3. An ability to evaluate critically the relevant academic literature and gain a comprehensive understanding of key concepts in Entrepreneurship and Innovation research <b>(K)</b>;</li> <li>4. An ability to evaluate critically and systematically opportunities for developing new and innovate projects <b>(K)</b>;</li> <li>5. An appreciation for the roles and responsibilities of the different Entrepreneurship stakeholders and their impact on shaping the entrepreneurial and innovation process – the individual, firm, community and state <b>(K)</b>;</li> <li>6. Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry in Entrepreneurship and Innovation are used to create and interpret knowledge in the discipline <b>(K)</b>;</li> <li>7. An increased awareness for new business and innovation opportunities, and for different forms of support available to entrepreneurs and how to make use of it <b>(K)</b>;</li> </ol>	<ol style="list-style-type: none"> <li>8. Acquisition of a range of skills (conceptual skills, creative thinking and problem solving skills, technical and methods-related skills, planning skills, communication skills) through the reading and evaluation of academic literature, case studies, presentations, group projects or reports, work logs and individual research <b>(S)</b>;</li> <li>9. An ability to evaluate the usefulness of existing research, undertake new research and, the capacity to complete a comprehensive research dissertation <b>(S)</b>;</li> <li>10. An increased ability to shape business ideas and structure them into a plan of action <b>(S*)</b>;</li> <li>11. Working independently and with others to conceptualise, execute and manage different projects <b>(S*)</b>;</li> <li>12. Acquisition of transferable organisational skills including working to deadlines, prioritising and delegating tasks, organising meetings and work time <b>(S*)</b>.</li> </ol>
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### Section 7 - Teaching, learning and assessment

Teaching and learning in the modules are closely informed by the active research of staff. Teaching and learning methods for each course are based on an intensive learning and delivery method in which you attend ten sessions over ten teaching weeks (with the exception of the 10 credit modules, which run for five sessions over five teaching weeks). A session will comprise of lectures and seminars but will vary according to the intended outcomes of the particular module or session. Lectures provide coverage of the essential subject matter, literature review, and summaries of the key debates, as well supplying guidance for further study or library work. Each module provides guided reading and indicative bibliography, and throughout the course, considerable emphasis is placed on group work as well as independent study and library work, often in preparation for the sessions. In addition to consolidating and supplementing sessions this enables you to practise and develop your analytical, problem-solving and research skills. They employ a range of approaches, including case studies, discussion, question and answer sessions, role plays, poster sessions, student-led debates and presentations. Research skills are further developed to a professional level through the design and production of an independent research dissertation, which involves research methods training and also serves to integrate knowledge and skills acquired throughout the course.

Assessment methods vary, in accordance with the skills and knowledge being test for a specific topic or module. Individual projects and essays, in-class tests, individual and group presentations, reports, and unseen paper examinations are all used at some point in the assessment of the course. On some modules students may be encouraged to keep a work log. Full details of the assessments for individual modules can be obtained from the Department: <http://www.rhul.ac.uk/management/home.aspx>.

### Section 8 – Additional costs

There are no single associated costs greater than £50 per item on this degree course.

**These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our [website](#).**



Section 9 – Indicators of quality and standards	
<b>QAA Framework for Higher Education Qualifications (FHEQ) Level</b>	7
Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent programmes of study.	
<b>QAA Characteristics Statement (Master's Degrees) – September 2015</b>	<a href="https://www.qaa.ac.uk/en/quality-code/supporting-resources">https://www.qaa.ac.uk/en/quality-code/supporting-resources</a>
Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of courses in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.	

### Section 10 – Further information

This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate when taking full advantage of the learning opportunities that are available. More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online module catalogue. The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies.

Your course will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your course may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

### Section 11 – Intermediate exit awards (where available)

You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory modules, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements).	
PG Certificate	Passes in at least 60 credits with no condonable fails	

### Section 12 - Associated award(s) with Banner Codes

MSc Entrepreneurship and Innovation (3362) MSc Entrepreneurship and Innovation with a Year in Business (3363) PgDip Entrepreneurship and Innovation (3364)	PgCert Entrepreneurship and Innovation (3365) Grad Dip Entrepreneurship and Innovation (3366)
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