



MSc Innovation Management and Entrepreneurship

Entrepreneurs, start-ups and small businesses are often thought of as the backbone of economies worldwide. This course is designed to produce entrepreneurs ready for the challenge of setting themselves up in their own business, and is also ideal for those wishing to tackle an entrepreneurial role in a corporation.

Why study MSc Innovation Management and Entrepreneurship at Middlesex University?

In a world that now comprises a very real and thriving 'enterprise culture', our course takes you through the entire process of concept, development and execution of starting a business. Pursuing a new business venture is a brave prospect requiring careful sourcing of resources and logistical and strategic moves. With entrepreneurship insights from specialist management disciplines, this exciting course will aim to make your entrepreneurial ideas a reality.

We will build on your ability to make confident decisions, help you spot market opportunities, adopt team-working skills, apply critical attitudes towards leadership, think creatively and develop as an entrepreneurial leader. You will

also complete an applied project that will involve starting up your own business.

Course highlights:

- Strong focus on the contemporary issues concerning entrepreneurship and innovation management, enabling you to identify business opportunities and respond swiftly and effectively to obstacles.
- Practical skills training that goes beyond theory to equip you with abilities in business strategy, decision making, financing, valuing, and budgeting that will prove crucial to your career.
- Real requirements and pitfalls of small business enterprise and management addressed through a project that will get your business idea up and running.
- Opportunity to network and interact with other professional practitioners who draw from their own real life experiences to enhance and inform your studies.
- Available full-time or part-time to give working professionals and those with family commitments a chance to advance their studies while maintaining their outside responsibilities.

Course code: PGN269

apply now: www.mdx.ac.uk/pgapply

Location

Hendon Campus, London NW4 4BT

Nearest Underground station

Hendon Central, Northern line

Nearest National Rail station

Hendon (15 minute walk)

Bus routes

143, 183, 326

Accredited by

The Chartered Institute of Personnel and Development (CIPD)

Study options

1 year full time; 2 years part time

Commencement

October

Fees

UK/EU students: £10,250
International students: £13,250

Find out how you can spread the cost of your course with our flexible payment plans for UK/EU students:
www.mdx.ac.uk/pgfees

Modules

Venture Development (30 Credits) - Compulsory

This module aims to introduce students to the processes required to start a new venture successfully. Students will be shown how the funding and markets are linked to entrepreneurial activities and will acquire the key skills required for venture development.

Innovation (30 Credits) - Compulsory

This module looks at the innovation processes. It is designed to help you understand how innovation contributes to the development and growth of a business. It is a hands-on module that involves working on live projects with students from our partner universities such as Penn State University and ITU GINNOVA Center for Entrepreneurship and Innovation.

Entrepreneurial Finance (15 Credits) - Compulsory

This module aims to provide students with an awareness and understanding of various theories, knowledge, and financial tools an entrepreneur needs including business plans, financial management tools, financing a new venture, valuing ventures, processes of going public, capital budgeting and measuring financial performance to start, build, and harvest a successful venture.

Marketing Innovation Products and Services (15 Credits) - Compulsory

This module examines the process of getting your innovations to market and evaluating the viability of new business ventures. In this module you look at the steps taken to market products and services.

Developing Business Networks for Entrepreneurs (15 Credits) - Optional

This module develops advanced understanding of and professional skills in evaluating and assessing relationships and their impact on entrepreneurs in a variety of settings. Students will learn the significance of building business relationships, both outside of their business and internally with staff, and the significance of these relationships at the different growth stages of their business. Students will learn to contextualise the importance of social capital and build practical skills in developing social capital; identify, evaluate and analyse stakeholder interests, and explore how to break into an industry.

Developing new products and services (15 Credits) - Optional

This module aims to develop students' understanding of the key principles of product and service development and innovation management, and enhances their ability to put into practice these concepts. The module provides students with a core understanding of how product and service development contributes to the success of a firm and enables students to critically evaluate what is required to develop and deliver successful marketing strategies for innovative new products and services.

Managing Projects (15 Credits) - Optional

This module introduces students from a variety of backgrounds and with different career ambitions to project management techniques. In particular, the module aims to: offer a comprehensive account of project management, programme management and project portfolios based on a combination of scholarly work and professional practice; develop students' understanding of strategic project management and systems design processes; outline and develop skills in professional techniques used in project closure and evaluation; and

introduce and evaluate critical success factors for projects.

International Entrepreneurship (15 Credits) - Optional

The aim of this module is to provide students with an understanding of international entrepreneurship and its contributions to the global economy. This will allow the student to confidently discover and develop business opportunities on a global scale.

Graduate Entrepreneur Visa:

Students who wish to apply for the Graduate Entrepreneur Visa should consider this programme as it may lead to direct application for this visa. If you intend to apply for the Graduate Entrepreneur Visa you need to discuss this option with the programme leader when you start the programme.

Teaching and learning:

Your knowledge and understanding will be learnt through a combination of lectures, directed reading, independent study, case studies and group work. You will also learn through coursework, electronic and online learning methods, facilitated discussions and guest speakers. Your creative thinking, analysis, synthesis and evaluation will be developed in seminar discussion and debate, as well as through independent study, including use of online resources.

Students are expected to engage with EDH@MDX. EDH@MDX is the Enterprise Development Hub at Middlesex University. It provides support in the form of workshops and mentoring to all students and staff. Students can get involved and put into practice what they are learning by running workshops, competitions and other events.

What are the career options with a MSc Innovation Management & Entrepreneurship?

This course is for those who would like to develop their skills and become experts in the subject. Economies emerging from the recession will be requiring postgraduates at Masters level who have the relevant quantitative and qualitative skills and strategic capabilities. This course will therefore provide you with all the relevant skills necessary to move into the entrepreneurship world.

As 81% of employers value employability skills over type or class of degree, it's essential you develop these while studying and utilise our Employability Service on campus. We provide one to one support with job hunting, CVs, covering letters and interview techniques.

We offer part-time, internships and graduate roles plus webinars, workshops and events and a support service to those wishing to start their own business.