

## PROGRAMME SPECIFICATION

This document describes the **Master of Science, Postgraduate Diploma and Postgraduate Certificate in Entrepreneurship**. This specification is valid for new entrants from **September 2015**.

The aims of the programme are:

- to help students gain a critical understanding of Entrepreneurship research, enabling them to explain key concepts and theories and make connections between theory and practice;
- to help students appreciate 'why', 'how', 'where' and in 'what capacity' Entrepreneurship takes place;
- to help students appreciate the impact of Entrepreneurship and entrepreneurial processes at international, regional and national levels, the community level and the level of the firm and individual;
- to equip students with some of the knowledge and skills to develop their own projects, whether it be starting a new organization or developing an entrepreneurial project within an existing organization, in the public, voluntary or private sectors;
- to give students the opportunity to apply their knowledge of the subject area, critical thinking skills and communication skills, to coursework and exams, and to the research and writing of the dissertation;
- to prepare students for possible careers as entrepreneurs, business owners, managers in the public, voluntary or private sectors, policy makers in support services, and/or as researchers.

The Master's programme is delivered over one year of full-time study (52 weeks) or up to five years of part-time study (260 weeks). The programme provides core knowledge of entrepreneurship and specialist electives and the opportunity to undertake a dissertation, or an industrial placement (available to Year in Business programmes students only).

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This document provides a summary of the main features of the programme(s), and of the outcomes which a student might reasonably be expected to achieve if full advantage is taken of the learning opportunities provided. Further information is contained in the College prospectus, the College Regulations and in various handbooks issued to students upon arrival. Whilst Royal Holloway keeps all its information for prospective applicants and students under review, programmes and the availability of individual courses are necessarily subject to change at any time, and prospective applicants are therefore advised to seek confirmation of any factors which might affect their decision to follow a specific programme. In turn, Royal Holloway will inform applicants and students as soon as is practicable of any substantial changes which might affect their studies.

### Learning outcomes

Teaching and learning in the programme are closely informed by the active research of staff. In general terms, the programme provides opportunities for students to develop and demonstrate the following learning outcomes:

#### *Knowledge and Understanding*

Students on successful completion of the programme will have demonstrated:

- a systematic understanding of the knowledge of, and a critical awareness for, current issues in Entrepreneurship which is at, or informed by, the forefront of the discipline and area of professional practice;
- in-depth and critical understanding of the *entrepreneur*, as someone who identifies and acts on opportunities, the *entrepreneurial process* which incorporates the actions involved, and the *entrepreneurial event* itself;
- an ability to evaluate critically the relevant academic literature and gain a comprehensive understanding of key concepts in Entrepreneurship research;
- an ability to evaluate critically and systematically opportunities for developing new and innovative projects;
- an appreciation for the roles and responsibilities of different Entrepreneurship stakeholders and their impact on shaping the entrepreneurial process – the individual, firm, community, and state;
- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry in Entrepreneurship are used to create and interpret knowledge in the discipline;
- an increased awareness for new business opportunities, and for different forms of support available to entrepreneurs and how to make use of it.

#### *Skills and other attributes*

- 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;
- an ability to evaluate the usefulness of existing research, undertake new research and, the capacity to complete a comprehensive research dissertation;
- an increased ability to shape business ideas and structure them into a plan of action;\*
- working independently and with others to conceptualise, execute and manage different projects;\*
- acquisition of transferable organizational skills including working to deadlines, prioritising and delegating tasks, organising meetings and work time.\*

\*transferable skills

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#### **Teaching, learning and assessment**

Teaching and learning methods for each course are based on an intensive learning and delivery method in which the student attends ten sessions over ten teaching weeks (with the exception of the 10 credit courses, 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 course or session. Lectures provide coverage of the essential subject matter, literature review, and summaries of the key debates, as well as supplying guidance for further study or library work. Each course provides guided reading and indicative bibliography, and throughout the programme, 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 students to practise and develop their 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 programme.

Assessment methods vary, in accordance with the skills and knowledge being tested for a specific topic or course. 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 programme. On some courses students may be encouraged to keep a work log. Full details of the assessments for individual courses can be obtained from the [Department](#).

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### **Details of the programme structure(s)**

The full-time programme lasts 52 weeks, beginning in September, and teaching is spread over the Autumn and Spring Terms. Examinations are held in the Summer Term, after which students complete a Dissertation. Those students on the "Year in Business Programme" will spend their second year working in industry and completing a report and work based portfolio.

#### Part-time programme structure

The programme can be taken part-time over two to five years beginning in September of year one. Part-time students studying over two years normally take courses as listed in the paragraph below on Part Time Mode. Students who take courses over more than two years should discuss with the School the order in which to take mandatory and optional courses. The dissertation/project is normally taken in the final year of study.

The first week of the course is dedicated to postgraduate student induction, including registration and an introduction to College and School of Management facilities. During this week MN5555 *Foundations of Modern Management* is offered as an integral, though non-assessed, part of the programme for Master's students at the School of Management.

The brief outline of the programme is shown below; however students can obtain further details from the Programme Handbook. Credits are indicated in brackets and indicate proportional weighting towards the MSc, PGDip and PGCert classification. The programme structure for the Postgraduate Diploma is as below, with the exception that students will not undertake the dissertation, while for the PGCert students are required to pass courses worth only 60 credits.

#### *Optional Induction week course*

MN5555 *Foundations of Modern Management*

#### **Mandatory courses**

MN5561 Business Opportunities, Ideas and Planning (20 credits)

MN5562 Corporate Entrepreneurship (20 credits)

MN5566 Introduction to Entrepreneurship (10 credits)

MN5568 Entrepreneurial Finance (10 credits)

MN5569 Entrepreneurial Marketing (20 credits)

MN5415 Dissertation Preparation and Research Methods (20 credits)

AND Either:

MN5567 Dissertation final project (40 credits)

OR - For students on the 2 Year "Year in Business" Programme:

MN5572 Year in Business Project (40 credits)

#### **Optional courses**

to the value of 40 credits must also be selected.

*Students must take at least one of these from the following Entrepreneurship courses:*

MN5570 Innovation (20 credits)

MN5571 Business Ethics and Entrepreneurship (20 credits)

Those students who only select one optional Entrepreneurship course must choose another optional course (subject to availability) from the following:

BI5651 Technology Management

BI5691 E-Business

MN5903 Sustainability Accounting

MN5904 Communication Issues in Accounting  
MN5054 Service Marketing  
MN5057 Marketing Ethics  
MN5058 Sports Marketing  
MN5064 Marketing Communications  
MN5067 Consumption, Markets and Cultures

Please note that not all courses run each year. A full list of courses including optional courses for the current academic year can be obtained from the [Department](#).

### **Part Time Mode**

Year 1 (80 credits)

*Autumn term: (40 credits)*

*Mandatory courses: (40 credits)*

- MN5561 Business Opportunities, Ideas and planning (20 credits)
- MN5566 Introduction to Entrepreneurship (10 credits)
- MN5568 Entrepreneurial Finance (10 credits)

*Spring term (40 credits)*

*Mandatory courses: (20 credits)*

- MN5569 Entrepreneurial Marketing (20 credits)

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

- MN5570 Innovation (20 credits)
- MN5571 Business Ethics and Entrepreneurship (20 credits)

Year 2 (100 credits)

*Autumn term: (40 credits)*

*Mandatory courses: (40 credits)*

- MN5445 Dissertation Preparation and Research Methods (20 credits)
- MN5562 Corporate Entrepreneurship  
(20 credits)

*Spring and summer term: (60 credits)*

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

- MN5570 Innovation (20 credits)
- MN5571 Business Ethics and Entrepreneurship (20 credits)

*Final project: (40 credits)*

- MN5567 Dissertation Final Project (40 Credits)

### **Programme overview**

The MSc Entrepreneurship programme is worth 180 UK credits. The taught portion of the MSc in Entrepreneurship programme consists of five mandatory Entrepreneurship courses, a mandatory methods course and two optional courses. The taught courses are worth 140 UK credits. Students are also required to complete a dissertation over the summer term which accounts for the remaining 40 credits of the Masters programme

All specialist Entrepreneurship courses have been chosen for their relevance to contemporary entrepreneurship research, policy and practice. The mandatory courses have been designed to equip students with some of the key skills and knowledge required to develop their own projects, whether it be starting a new organization or developing an entrepreneurial project within an existing organization. The elective courses build on some of the key concepts and entrepreneurial processes discussed in the core courses (e.g. opportunity identification and

evaluation, business creation and growth). The mandatory courses have been designed to provide students with some of the terminology and tools necessary to carry out their dissertations. The dissertation is an independent piece of research which aims to deepen students' understanding of specific issues in entrepreneurship raised over the course of the taught programme (it requires in-depth study and empirical investigation).

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### **Progression and award requirements**

All students on the MSc programme will be eligible to submit a dissertation. Students who have failed a number of taught courses are to be counselled by the Programme Director whether progressing to the dissertation stage is likely to be in their best interest.

Students on the Year in Business programme who have failed any of their taught courses and are required to resit them will not be permitted to progress to the Year in Business part of the programme, and must transfer to the one year MSc in Entrepreneurship programme.

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.

### **Requirements for the award of Master of Science, Postgraduate Diploma, Postgraduate Certificate and Graduate Diploma**

To pass the **MSc** a student must achieve an overall weighted average of at least 50.00%, with no mark in any course which counts towards the final assessment falling below 50%. Failure marks between 40-49% can be condoned in courses which do not constitute more than 40 credits of the final assessment, provided that the overall weighted average is at least 50.00%, but a failure mark (i.e. below 50%) in the dissertation (or Year in Business project) cannot be condoned.

The Masters degree with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any element which counts towards the final assessment falling below 50%.

The Masters degree with Distinction may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any course which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

The **Postgraduate Diploma** may be awarded if a student achieves an overall weighted average of at least 50.00%, with no mark in any taught element which counts towards the final assessment falling below 50% when the student is either ineligible or has chosen not to proceed to the dissertation, or has failed the dissertation on either the first or second attempt. Failure marks in the region 40-49% are not usually condoned for the award of a Postgraduate Diploma, but if they are, such condoned fails would be in courses which do not constitute more than 40 credits of the final assessment.

The Postgraduate Diploma with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above, with no mark in any course which counts towards the final assessment falling below 50%.

The Postgraduate Diploma with Distinction may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any course which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

The **Postgraduate Certificate** may be awarded if a student achieves an overall weighted average of at least 50.00% with no mark in any course which counts towards the final assessment falling below 50%. Failure marks in the region 40-49% are not usually condoned for the award of a Postgraduate Certificate.

The Postgraduate Certificate with Merit may be awarded if a student achieves an overall weighted average of 60.00% or above with no mark in any course which counts towards the final assessment falling below 50%.

The Postgraduate Certificate with Distinction may be awarded if a student achieves an overall weighted average of 70.00% with no mark in any course which counts towards the final assessment falling below 50%. A Distinction will not normally be awarded if a student re-sits or re-takes any course. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

Students achieving marks of between 40%-49% in all the taught courses may be given the choice of either accepting the award of a **Graduate Diploma** or they may re-sit the failed courses in the summer (in courses where summer resits have been approved by the College) or in the following year, to attempt to achieve the 50% level required to continue on the Master's programme. A student who does not achieve at least 50% in each of the taught courses at the second attempt, but does achieve marks of between 40-49% for all the taught courses, will be awarded a Graduate Diploma. This is an Exit Award only and is at Undergraduate level.

One resubmission of failed assignments may be allowed at the discretion of the Sub-Board of Examiners. In exceptional circumstances a viva may be held for a student at the request of the Board of Examiners.

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### **Student support and guidance**

- All course lecturers and tutors available for consultation on academic or other issues related to specific courses, during surgery hours or by arrangement.
- The Programme Director, who has administrative oversight of the programme and responsibility for monitoring the welfare of tutees, is available to advise on matters of course unit or degree registration, degree structures and pathway choices, and administrative or other difficulties encountered on specific courses.
- Detailed Student Handbook, a Student Project and Dissertation Handbook and course resources.
- Induction programme during the first week of the degree.
- Postgraduate Student-Staff Committee in the School of Management is chaired by the Director of Graduate Studies.
- Extensive supporting materials and learning resources in the College library and Senate House, Postgraduate Resources Room, its IT laboratory and the College computer centre.
- Computer Based Training Room in the Moore building (24 hour access).
- Laptop computers and data projectors that may be loaned for short periods, for delivery of course presentations.
- College Careers Service and Departmental Careers Service liaison officer who organises alumni programmes and careers related events.
- Access to the Student Counselling Service, CeDAS, the Health Centre, the Chaplaincy and Disability and Dyslexia Services for students with additional needs.
- Wide range of facilities in the Students' Union.

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### **Admission requirements**

For details of admissions requirements please refer to the [Course Finder](#).

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### **Further learning and career opportunities**

The MSc in Entrepreneurship provides a firm foundation for postgraduate research and study and a proportion of our graduates continue their studies in MPhil/PhD programmes. The MSc in Entrepreneurship is an excellent basis from which to further careers in management. The School's graduates have found employment in a wide range of disciplines and industries as well as in the public sector. Recent graduates from the school's Management

programmes have joined many prestigious organisations including HSBC, IBM, Chase De Vere, Samsung, Vodafone, London Underground, and Accenture. The degree also provides skills that are transferable to a variety of employment opportunities including positions in government, administration, management, research, consulting, and multi-media. For more details on further learning and career opportunities please refer to the [Careers Service](#).

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### **Indicators of quality and standards**

Royal Holloway's position as one of the UK's leading research-intensive institutions was confirmed by the results of the most recent Research Excellence Framework (REF 2014) conducted by the Higher Education Funding Council (HEFCE). The scoring system for the REF 2014 measures research quality in four categories, with the top score of 4\* indicating quality that is world-leading and of the highest standards in terms of originality, significance and rigour and 3\* indicating research that is internationally excellent. 81% of the College's research profile was deemed to be within the 4\* or 3\* categories, an increase of over 20% since 2008. The results for the quality of our research outputs placed Royal Holloway 15<sup>th</sup> in the UK based on an overall Grade Point Average (GPA) score and 20<sup>th</sup> in the UK for 4\* and 3\* research.

The School of Management is ranked 14<sup>th</sup> out of 101 Business and Management Schools in the United Kingdom for the quality of research outputs, based on both GPA and on the proportion of our research that is of 3\* and 4\* quality.

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### **List of programmes with details of awards, teaching arrangements and accreditation**

All the programmes are taught entirely by staff at Royal Holloway, University of London. The MSc programme leads to an award of the University of London. The Postgraduate Diploma and Certificate and the Graduate Diploma lead to awards of Royal Holloway and Bedford New College. The Banner programme codes for the campus based programmes are given in parentheses.

#### **Masters of Science Programme in Entrepreneurship**

MSc Entrepreneurship (2389)

#### **Masters of Science Programme in Entrepreneurship with a Year in Business**

MSc Entrepreneurship with a Year in Business (2865)

#### **Postgraduate Diploma in Entrepreneurship**

PgDip Entrepreneurship (2518)

#### **Postgraduate Certificate in Entrepreneurship**

PgCert Entrepreneurship (2879)

#### **Graduate Diploma in Entrepreneurship (exit award only)**

Grad Dip Entrepreneurship

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