

Course Specification

MSc Enterprise and Innovation

LONT041

and

MSc Enterprise and Innovation with Extended Professional Practice

LONT047

Coventry University London

October 2019-20

Please note: 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 if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification (Published Document)

MSc Enterprise and Innovation

1. Introduction

MSc Enterprise and Innovation is a course designed to attract thoughtful future entrepreneurs, intrapreneurs and business consultants. The course combines a research-informed and methodologies-based approach to the analysis of new start-ups and of existing businesses, with the practical and applied learning of enterprise and of business innovation.

Students can enjoy:

- Learning how to think creatively like an entrepreneur to reveal a gap in the market for a potential business opportunity
- Understanding how to manage like a business person, and turn an opportunity into a sustainable business able to grow and adapt to changing conditions
- Living in one of the world's most important global business cities, whilst studying at a university with a curriculum embedded in enterprise and innovation

The course provides the breadth of study and business knowledge expected for employment in 21st century enterprise.

Why choose this course?

Throughout the Far East, Central Asia, the Middle East regions and generally across the globe new start-up businesses make a strong contribution to national Gross Domestic Product (GDP). As a result, government and corporate policymakers are now heavily investing in enterprise and innovation by developing the capabilities of students and of existing entrepreneurs.

Coventry University London with its MSc Enterprise and Innovation is well placed to help you develop your capabilities. The university is situated in the City of London, the financial centre at the heart London, of the UK and of global economies.

The course focuses on developing enterprise behaviours, attributes and competencies to meet the needs of global markets. The course focuses on the areas of venture creation, freelance and management consultancy and what is often called 'intrapreneurship' of enterprise and innovation of large corporations and public sector organisations.

We offer a combination of solid theoretical frameworks underpinned by industry-based experience. This full time MSc is offered as a standard 3 term course or as a 5 term course with Extended Professional Practice. Professional experience consists of the potential of undertaking an internship with corporations including London's unique FinTech ecosystem (the financial technology industry). Action-based practical activities will include providing consultancy services to clients, SMEs and social ventures. Our London location therefore offers a truly international perspective to the study of enterprise and innovation.

Alongside timetabled learning, students will be able to benefit from the access to a range of other career-building activities such as guest lectures, extra-curricular workshops and seminars, participation in internal and external competitions, domestic and international field trips. Such events are a regular part of the Coventry University London calendar and enable all those present to network and contextualise their learning to current business practices. As a result of engaging in employer led activities, students within the course will also acquire and develop a network of current and future entrepreneurs as well as industry experts.

The course contents reflect the latest development and best practice in entrepreneurial pedagogy. Modules comprise a sound theoretical base (supported by market research, frameworks, quantification and critical analysis) and are practical and engaging. Students completing the 3 term course will have the opportunity for a single term internship in their final term amongst other final term options. Students choosing the 5 term course will have access to an extended professional placement. Students will apply to join the 3 or 5 term option. No transfer between options will be permitted.

MSc Enterprise and Innovation with Extended Professional Practice provides an innovative course structure for graduates to evidence their preparedness for future career options. The Professional Practice aspect involves two terms (term 3 and 4 of the course) in a professional business environment, followed by a final term in which a research investigation, carried out as part of the Professional Practice, is reported in a formal report. Whilst all students are assured a Professional Practice placement, the range of opportunities available varies from year to year. The placements are subject to a competitive application and selection process and the host organisation may include the University. Students who do not wish to undertake a work placement or are not successful in

securing a placement will undertake a campus-based professional experience which will deliver similar learning outcomes through supervised projects and activities designed to offer students the opportunity to integrate theory with an understanding of professional practice.

The MSc's delivery method will be a mixture of learning 'about' (strong theoretical focus), learning 'for' (practice underpinned by theory) and learning 'through' (with work placement activities).

The course will offer 15 credit modules with the choice of fall back awards and options i.e. Postgraduate Certificate (60 credits); Postgraduate Diploma (120 credits) and MSc (180 credits). The final project modules are 60 credits. The pedagogic benefit of the extended professional practice is to ground the final project module in practice to ensure that students' acquired skills are more marketable.

By choosing this course students also benefit from:

- A university in the City of London, at the heart of TechCity and Silicon Roundabout
- Internship opportunities with reputable companies in industries attractive to students and with whom the university has existing relationships. Internships will be awarded with an approved Work Place Agreement signed by the Careers and Employability team /Course Director/relevant lecturer and via a competitive selection process by both the university and the host organisation offering the internship
- A curriculum reflecting the latest development in entrepreneurial theory and practice, where students learn to develop enterprise awareness, an entrepreneurial mind-set and capabilities towards entrepreneurial effectiveness, self-directed progression and leadership (QAA 2018)
- A course taught by experienced, industry-trained academics
- A course infused with work experience opportunities
- Guest speakers from academia, the City of London and the real world of entrepreneurship
- Opportunities for travel to, and collaboration with, overseas universities through international field trips and Online International Learning (OIL) projects
- Business start-up advice and support from the Coventry University London Enterprise Hub and academic staff during the course if you wish to start your own business.

Future Prospects

This course offers both a theoretical and experiential approach that equips students with the necessary skills to actualise their ideas within real-life scenarios. Students will emerge from Coventry University London's MSc Enterprise and Innovation with a set of employability behaviours, attitudes and competencies (such as risk management, networking, curiosity, self-efficacy, resiliency, creativity and innovation, leadership, financial awareness) which are in high demand among employers, as well as being indispensable qualities in the realm of venture creation (QAA 2018).

The Coventry University London graduate will see both intrapreneurial and entrepreneurial routes open to them: they will be able to actualise their innovative ideas within a global context. Venture-creation based modules will equip them with the necessary skills to start-up, framed within a highly theoretical delivery to model a 360 degrees individual who can be innovative, recognise opportunities, negotiate uncertainty, deliver strategies, lead and manage in the context of both self-employment/consultancy and intrapreneurship within an organisation.

Typical career routes for graduates from this course could include:

- gaining experience within a large corporation as an intrapreneur;
- joining a consulting firm that works with SMEs;
- creating their own business to develop a new technology or idea;
- returning to a family business and leading the development of the firm;
- assuming a role in government writing policy on entrepreneurship or leadership development in education or organisations in general.

2 Mode of Study			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
<ul style="list-style-type: none"> • MSc Enterprise and Innovation: (LON041) • MSc Enterprise and Innovation with Extended Professional Practice: (LONT047) • Postgraduate Diploma in Enterprise and Innovation • Postgraduate Certificate in Enterprise and Innovation 	Full Time – 3 terms	N/A	Level 7/M Level
	Full Time – 5 terms	N/A	Level 7/M Level
3 Awarding Institution/Body	Coventry University		
4 Collaboration	N/A		
5 Teaching Institution and Location of delivery	Coventry University London		
6 Internal Approval/Review Dates	Date of approval: October 2018 Date for next review: Academic Year 2021/22		
7 Course Accredited by	TBC		
8 Accreditation Date and Duration	N/A		
9 QAA Subject Benchmark Statement(s) and/or other external factors	<p>Particular note has been taken of the QAA Enterprise and Entrepreneurship Education (2018) and, where appropriate, learning outcomes are cross-referenced to the report. However, the minimum requirement for students to possess at least two years' work experience will be waived where appropriate.</p> <p>Subject Benchmark statements can be found at: http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2958#.WiGZ1LCFjeR</p> <p>This course is being mapped to the requirements of the Chartered Management Institute (CMI).</p> <p>The course is also awaiting replies from the IOEE (The Institute of Enterprise and Entrepreneurs) and IOC (Institute of Consulting)</p>		
10 Date of Course Specification	18 October 2018		
11 Course Director	Lara Bellini		

12 Outline and Educational Aims of the Course

The MSc Enterprise and Innovation course aims to develop students who are enterprising and capable of developing and actualising innovative ideas.

The course will bring into being graduates 'with an awareness, mind-set and capability to generate original ideas in response to identified needs, opportunities and shortfalls, and the ability to act on them, even if circumstances are changing and ambiguous' (QAA 2018).

Through a pedagogy focusing on highly theoretical underpinnings, paired with experiential learning delivered within a classroom-based scenario, students will be invited to develop their internal locus of control. They will learn to be flexible, adaptable and resilient in the face of ambiguity and risk, understand the importance of being curious, creative and innovative as ideas are generated and opportunities identified in response to a customer pain point. They will appraise the part leadership, communication, intuitive decision making and strategic thinking play in the actualisation of a business idea, and how to manage informed risks and be financially literate within an entrepreneurial context.

The course is structured holistically not only will students cover the whole learning outcomes from inception in term 1 (see part 14 below) but also their knowledge will be evaluated via means of integrated assessments. Students are required to be able to integrate their knowledge and skills in preparation for real life entrepreneurial experiences. The entrepreneur should in fact be able to access a wide range of knowledge and skills at any given time if they want to be successful. In other words, all knowledge must be in their hands at all times.

At the end of the course students will put their enterprising abilities into entrepreneurial practice by engaging with venture-creation based final project modules, as well as through a period of extended professional practice within a portfolio of partner SMEs.

We will offer:

- research-inspired teaching with modules comprising a sound theoretical base (as embedded in Learning Outcome LO4)
- a set of employability behaviours, attitudes and competencies (such as risk management, networking, curiosity, self-efficacy, resiliency, creativity and innovation, leadership, financial awareness) to enable sure future career paths to students
- creativity, enterprise and innovation as cornerstones of the whole course
- a course with an internationalised approach and in full compliance with equality and diversity expectations
- a critical assessment of the impact entrepreneurial agency has on communities and the environment (as imbedded in Learning Outcome LO1 and organically at modular level)

(This course is underpinned by the QAA 2018)

General aims at award level:

PG Certificate

- Provide the framework within which students can develop an analytical understanding of entrepreneurship in the context of a changing environment;
- Foster in students a commitment to personal development, a reflective style of management and a responsibility for their own learning.

PG Diploma

- Provide students with the opportunity to develop a range of enterprising skills to apply to real-world business scenarios;
- Stimulate a proactive approach to organisational issues that illustrate an understanding of the impact of the changing international environment and the context within which entrepreneurs operate.

MSc

- Encourage students to demonstrate their capacity to enact the principles of enterprise and innovation in a global context;
- Provide students with well-developed powers of analysis, strategic approaches and communication skills to meet the entrepreneurial and leadership challenges of the future.

It is the mission of Coventry University London to partner with employers to deliver 21st century learning through a real business experience in the heart of London. In terms of its teaching, learning and assessment this means:

1. Each of the courses and modules that have been designed have been approved as career relevant by a range of key stakeholders
2. Courses are delivered by respected academics and practitioners who are passionate about teaching
3. Learning success is enhanced by the clear communication of course and module outcomes and these underpin all teaching and assessment activity which takes place
4. Academic and business technology is employed where it assists in the achievement of the learning outcomes
5. Courses include a range of level specific work experience opportunities, which are explicitly linked to the learning outcomes of the course
6. Courses and modules are internationally orientated to develop participants' intercultural fluency as a reflection of the growing importance of international business
7. Assessment is also career relevant in its style and format
8. Students have the ability to shape their MSc to include an exposure to and a detailed development of entrepreneurship as both a knowledgebase and a skillset to identify and develop a business opportunity that will create a new business venture or develop an existing business

13 Course Learning Outcomes

On successful completion of the course, a student will be able to:

LO1: Critically analyse and apply enterprise behaviours, attributes and skills in the global context of venture creation, freelance/consultancy, the wider community and intrapreneurship.

LO2: Effectively manage entrepreneurial processes from idea generation and identification of opportunities to actualisation, both individually and as a member of a team.

LO3: Reflect and act analytically, innovatively and creatively, demonstrating the ability to generate ideas and evaluate opportunities in response to customer pain identification, uncertain markets and industry scenarios.

LO4: Critically assess relevant research and analyse contextual information and data using iterative, discovery and learning processes that include learning from failure.

LO5: Recognise the type, sources and the means by which funding is obtained and critically examine how to create and monetise value for customers versus strategically assessing costs and risks.

LO6: Interpret and analyse how interpersonal skills are utilised to successfully engage with stakeholders, communicate new ideas and solutions, with the ability to present information to diverse audiences and customers alike.

LO7: Critically assess and manage digital data methods and explore technological advances in application to venture creation and effective management, developing an awareness of Intellectual Property issues.

LO8: Lead innovation-based strategies in areas covering performance management, risk management and strategic corporate social responsibility

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, the levels at which they are studied, their credit value, status (whether mandatory or options), and pre/co requisites are identified in the table below. Also indicated are the course learning outcomes that are served within each module.

The course will be delivered full time over 3 terms, or full time with extended professional practice over 5 terms (with an additional 2 terms taken between term 2 and the final project term). It is constructed on the basis of a modular framework of 180 credits. The course is comprised of core modules that develop enterprising behaviour, attributes and competencies and the decision making skills needed to actualise a feasible business idea.

We offer a wide range of final project options in the final term to give students the opportunity of preparing for their individual career path after graduation:

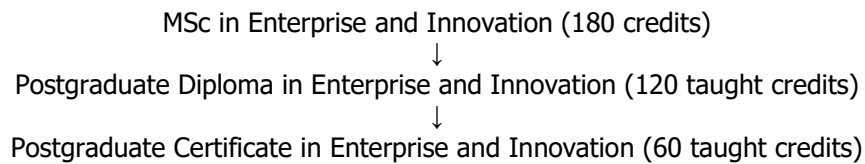
- M153LON Enterprise and Innovation Internship

- M152LON Enterprise and Innovation Dissertation
- M151LON Business Plan

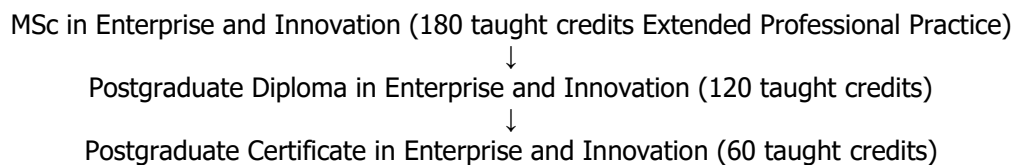
For those who opt for a 5-term extended professional experience there are no optional modules.

The course also features an innovative and stimulating teaching and learning environment, ensuring students have experience manipulating and interacting with businesses during the course in each term.

Cascade of Awards: MSc Enterprise and Innovation



Cascade of Awards: MSc Enterprise and Innovation with Extended Professional Practice



Fall back awards :

A student who has achieved 120 credits overall at M level/ FHEQ Level 7 will be eligible for the awards of Postgraduate Diploma and with 60 credits the Postgraduate Certificate in Enterprise and Innovation.

Moreover this course is being mapped to the requirements of the Chartered Management Institute (CMI). The mapping so far has informally placed the course at Level 7 in consultancy award/certificate. The IOC (Institute of Consultants, soon to be the CMC or Chartered institute of Management Consultants) mapping is subject to completing the whole course and registering as a CMI member. To benefit from this, successful students will need to pay their relevant membership fee. The course is also working on mapping from the IOEE (The Institute of Enterprise and Entrepreneurs).

Module credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes	Pre-requisite
7	M160LON	Understanding Enterprise: Theory and Practice	15	M	1, 2, 6, 7, 8	None
7	M157LON	New Venture Creation: Idea generation, development and creation	15	M	1, 2, 3, 6, 7, 8	None
7	M154LON	Entrepreneurial Leadership and Management	15	M	1, 2, 3, 6, 7, 8	None
7	M159LON	Strategy, Marketing and Management of Sustainable Enterprise	15	M	4, 5, 6, 7, 8	None
7	M158LON	Scaling a business	15	M	1, 2, 4, 5, 6, 8	None
7	M156LON	Innovation and Technology in business	15	M	1, 2, 3, 4, 6, 7, 8	None
7	M155LON	Financial tools and the legal environment	15	M	1, 4, 5	None
7	M136LON	Business and Management Research Methods	15	M	4, 5, 6, 7, 8	None
7	M153LON	Enterprise and Innovation Internship (for LONT041 only)	60	O	5, 6, 7	None
7	M151LON	Business Plan (for LONT041 only)	60	O	1, 2, 3, 4, 5, 6, 7	None
7	M152LON	Enterprise and Innovation Dissertation (for LONT041 only)	60	O	3, 4, 5, 7	None
7	M123LON	Postgraduate Professional Practice 1 (for extended route only LONT047)	0	M	5, 6, 7	None
7	M124LON	Postgraduate Professional Practice 2 (for extended route only LONT047)	0	M	5, 6, 7	None
7	M125LON	Postgraduate Professional Practice Project (for extended route only LONT047)	60	M	5, 6, 7	None

Key

M = Mandatory (i.e. must be studied and passed for the named award)

O = Option

15 Criteria for Admission and Selection Procedure

The course is subject to the general University admission procedures and access policies.

Accepted applicants will normally hold an honours undergraduate degree (minimum 2:2) in a relevant academic discipline. Applicants with a degree in another discipline may be admitted after consideration on a case-by-case basis.

Applications from candidates with relevant experience are encouraged and will be considered on an individual basis.

Careful monitoring of applications to ensure that successful applicants are suited to the course takes place. Where necessary, applicants are interviewed, especially those that do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise may be administered to establish suitability.

Where English is not the applicant's first language, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.5 or equivalent.

Accreditation for prior learning (APL) is in accordance with University regulations.

16 Academic Regulations and Regulations of Assessment

This course conforms to the standard Coventry University London General Regulations and Academic Regulations.

17 Indicators of Quality Enhancement

The following are key indicators of quality and enhancement:

- The Course is managed by a Coventry University London Board of Study.
- The Programme Assessment Board (PAB) is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
- The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.
- Student feedback mechanisms upon enrolment and graduation/exit, for course and module satisfaction
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation of work and the appointment of External Examiners
- External Examiners report annually on the modules and course and their views are considered as part of the annual quality monitoring process (AQM). Details of the AQM process can be found on the Registry's web site.
- Students are represented on Student Forums, the Board of Study and Coventry University London Academic Board, all of which normally meet every term, i.e. three times per year.
- Student views are also sought through module and course evaluation questionnaires, and students contribute to the annual CQEM review process.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

Course pages on Moodle which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Moodle which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance
- Handout exercises

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student welfare support
- Study Support information
- IT and Library provision on and off the university
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Central facilities
- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)

Support for extended professional practice and extracurricular activities enhancing the Student Experience:

- Coventry University London will offer internship options to all students eligible to do them
- Students undertaking an internship must meet the selection criteria for securing an internship.
- Internships are subject to a competitive selection process by both the university and the host organisation offering the internship
- The Coventry University London Employability team will be involved for the final 3-term and 5-term projects as per all courses at Coventry University London, and also provide guest lectures and live projects in the classroom with partner employers
- Before their internship or Professional Practice Project students will engage with extra-curricular projects such as Special University Project and Entrepreneurial Resource (SUPER). This is a student-led initiative, guided by academics, providing research and insights to SMEs on a range of topics relevant to new business start-up or growth strategies. Other activities include field trips to global organisations in the UK and the rest of Europe. Previous trips have included Coca-Cola, Cadbury, Jaguar-Land Rover, and BMW. We offer international field trips where students get to collaborate with international cohorts in different parts of the world and engage with industry partners as part of our commitment to internationalisation. Previous trips have included Paris and Berlin. We also incorporate industry guest-speakers on a range of different modules so that our students understand how their learning aligns to industry expectations.
- High Flyers is a competitive top-talent programme which attracts students who want to stand out from their colleagues by investing additional time in their personal development. High Flyers runs over the duration of one term and provides a variety of experiences from personality profiling, 1-2-1 coaching, networking skills and exposure to business leaders.

Anticipatory adjustments for disability and inclusivity:

- Using Echo 360 to record lectures with subtitles/transcripts (or key concepts/information) and using multi-sensory materials/ variety of activities.
- Providing learning materials, notes and slides before the lesson, in accessible formats
- Providing additional notes with key points highlighted after the lesson, in accessible formats
- Providing examples of well written essays and assignments for students
- Promoting office hours with module leaders for one to one support

- Providing clear written directions and checklists for assignments to help students break it down, organise and plan their time
- Visually highlighting important information and instructions
- Within lessons, new terms and concepts should be visible on either a board or projector
- Any text should be large and clear, so that students can read it
- Whiteboards to be used to elaborate a point, or to note key words, concepts or names. They should not be used to extensive note making