

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

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 University prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the University's academic regulations and policies can be found [here](#). Further information on the University's Admissions Policy can be found [here](#).

The MSc Entrepreneurship and Innovation will help you to gain specialised understanding of entrepreneurship, how to develop a start-up and relevant practical skills. Mandatory modules introduce you to a broad range of topics and tools necessary to plan and launch a new venture. Optional modules will focus your learning, based on your personal interests, or the needs of your potential venture. These optional courses include digital marketing and branding, family business, technology entrepreneurship and entrepreneurial opportunities in emerging markets. You will also be given opportunities to build your professional network in London's entrepreneurial ecosystem, develop entrepreneurship skills, and enhance your research and self-study skills, culminating with a business proposal project. You will exit the course with a business plan, having refined it following feedback from a panel of entrepreneurs, leaving you ready to join an incubator or accelerator, or seek funding. Students will also have access to an entrepreneurial mentor to support their business plan and personal development. The course is enriched with a series of visiting speakers and fieldtrips to gain critical insight from entrepreneurs and sources of finance.

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 a brief description for some of the most important terminology for understanding the content of this document:

Degree course – May also be referred to as 'degree programme' or simply 'programme', these terms refer to the qualification you will be awarded upon successful completion of your studies.

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			
Date of specification update	October 2024	Location of study	LONDON Campus
Course award and title	MSc Entrepreneurship & Innovation	Level of study	Postgraduate
Course code	3362	Year of entry	2025/26
Awarding body	Royal Holloway, University of London		
Department or school	School of Business & Management	Other departments or schools involved in teaching the course	N/A
Mode(s) of attendance	Full time	Duration of the course	One year (52 weeks) full-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A		
Link to Coursefinder for further information:	https://www.royalholloway.ac.uk/studying-here/	For queries on admissions:	https://royalholloway.ac.uk/applicationquery

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 (Mandatory Condonable MC or Mandatory Non-Condonable MNC)
MN5576	Venture finance and growth (VFG)	15	7	MC
MN5577	Ideation and product development (IPD)	15	7	MC
MN5578	Market analysis & Business Modelling (MABM)	30	7	MC
MN5579	Entrepreneurial skills and network development (ESND)	30	7	MNC
MN5580	Business proposal Project (BPP)	30	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 each year. Mandatory modules fall into two categories: 'condonable' or 'non-condonable'. In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module before you can proceed to the next year of your course, or to successfully graduate with a particular degree title. 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. 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 several optional modules available during the course of your degree. 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; please contact the Department for further information.

You should choose a further 60 credits from the optional modules provided by the Department or School.

MN5614	Design thinking	15
MN5615	Digital brand story telling	15
MN5563	Technology entrepreneurship	15
MN5573	Family business management	15
MN5574	Entrepreneurial opportunities in emerging markets	15

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](#).

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a 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 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 [Academic Taught Regulations](#) but fail to pass the Moodle-based Academic Integrity module will not be awarded.

Section 5 – Educational aims of the course

The aims of this course are to:

- Help you gain a critical understanding of entrepreneurship and innovation, 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 in practice.
- 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 through developing a business plan. Give you the opportunity to apply your knowledge of the subject area, critical thinking and analysis, communication, negotiations and networking skills to your coursework, and to the research and writing of an actionable business project.
- Prepare you for possible successful career as an entrepreneur, business owner or manager in an entrepreneurial enterprise.

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"> 1. Acquire advanced knowledge and apply relevant theories and tools in entrepreneurship and innovation to generate and critically evaluate its relevance and interactions with other key functions and processes to devise solutions to contemporary business challenges (S, K) 2. An ability to evaluate the usefulness of existing research, design evidence-based analysis and the capacity to complete a comprehensive research project in entrepreneurship and innovation (S) 3. An increased ability to synergize theories and concepts to resolve entrepreneurship & innovation problems and shape business ideas and structure them into a plan of action (S*) 4. Acquire an increased awareness for new business and innovation opportunities, and for different forms of support available to entrepreneurs, reflect on its relevance and contributions to sustainable business and society and how to make use of it (K) 5. 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 and generate sustainable solutions to challenges in entrepreneurship and innovation. (S) 6. Behave ethically and evidence effective professionalism in entrepreneurship and innovation. (Communicating, Collaborating, Integrity, Initiative, Leading) (S, T) 7. Working independently and with others through direct effective teamwork including acquisition of transferable organisational skills like working to deadlines, prioritising and delegating tasks, organising meetings and work time to conceptualise, execute and manage different projects (S*) | <ol style="list-style-type: none"> 8. Employ the principles and codes of conduct that underpin ethical practice in entrepreneurship and Innovation (S,T). 9. Choose appropriate technologies and digital tools to search, analyse and manage information responsibly to innovate and solve problems creatively in entrepreneurship and innovation and determine appropriate digital media and networks to influence social behaviour (S) 10. Develop an adaptive mindset to practice inclusively in entrepreneurship and innovation within wider organisational and societal context (K) 11. Critically evaluate and judge the merit of different perspectives and worldviews in analysing entrepreneurship and innovation and its opportunities in developing and developing economies. (K) 12. Develop an adaptive mindset to relate own values in context of diverse others and to work collaboratively and build sustainable knowledge networks (S) 13. Develop an ability to critically evaluate, judge and interpret the impact of the dynamic changes in current world affairs and technology on entrepreneurship and innovation (K) 14. Critically evaluate and actively contribute to the development of local and global communities with knowledge and skills in entrepreneurship and innovation (K) |
|---|---|

Section 7 - Teaching, learning and assessment

Teaching and learning on your course is closely informed by the active research of staff, particularly in the areas of Business, Management and Entrepreneurship. In general terms, the course provides an opportunity for you to develop and demonstrate the learning outcomes detailed herein.

Teaching and learning is mostly by means of lectures; seminars; study groups; practical activities, guided independent study, study visits and lectures by external subject experts besides opportunity to interact and network with key players within the London's start-up ecosystem. Assessment of knowledge and understanding is typically by coursework and assessed activities presentations and the business proposal. In addition, students may be involved in workshops and may produce various forms of creative or editorial work.

Contact hours come in various forms and may take the form of time spent with a member of staff in a lecture or seminar with other students. Contact hours may also be laboratory or, studio-based sessions, project supervision with a member of staff, or discussion through a virtual learning environment (VLE). These contact hours may be with a lecturer or teaching assistant, but they may also be with a technician, or specialist support staff.

The way in which each module on your degree course is assessed will also vary, however, for the assessments listed as 'summative', you will receive a mark for it which will count towards your overall mark for the module, and potentially your degree classification, depending on your year of study. On successful completion of the module you will gain the credits listed. 'Coursework' might typically include a written assignment, like an essay. Coursework might also include a report, dissertation or portfolio. 'Practical assessments' might include an oral assessment or presentation, or a demonstration of practical skills required for the particular module

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, such as the Quality Assurance Agency (QAA).

Section 8 – Additional costs	
The school will cover the one off £75 annual fee per student for them to join the Association of Business Mentors (ABM) as an affiliate member to receive mentoring and business support from an UK entrepreneur during their studies.	
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	
QAA Framework for Higher Education Qualifications (FHEQ) Level	7
Your course is designed in accordance with the FHEQ to ensure your qualification is awarded based on 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 courses of study.	
QAA Subject benchmark statement(s)	http://www.qaa.ac.uk/quality-code/subject-benchmark-statements
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– 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).	Royal Holloway and Bedford New College

PG Certificate	Passes in at least 60 credits with no condonable fails	Royal Holloway and Bedford New College
----------------	--	--