

# 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 is a one year course, broken into three terms. The first and second terms offer a selection of both mandatory and optional modules introduce you to a broad range of topics and tools necessary to plan and launch a new business venture. The final term culminates in a business proposal project. Optional modules 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.

Your degree courses at Royal Holloway, University of London, will be delivered over one year, which normally involves modules to the value of 180 credits (which is equivalent to 90 ECTS credits<sup>1</sup>).

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* – Also referred to as 'programme', 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.

<sup>1</sup> The European Credit Transfer and Accumulation System (ECTS) is a learner-centred system for credit accumulation and transfer. ECTS credits reflect the total workload required to achieve defined learning outcomes and their associated workload, including teaching hours and guided independent study. 15 UK credits is equivalent to 7.5 ECTS. 30 UK credits is equivalent to 15 ECTS. Further details on ECTS can be found within the [ECTS User Guide 2015](#).

| Section 2 – Course details                                                   |                                                                                                             |                                                          |                                                                                                         |
|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <b>Date of specification update</b>                                          | October 2024                                                                                                | <b>Location of study</b>                                 | London Campus                                                                                           |
| <b>Course award and title</b>                                                | MSc Entrepreneurship & Innovation                                                                           | <b>Level of study</b>                                    | Postgraduate                                                                                            |
| <b>Course code</b>                                                           | 3362                                                                                                        | <b>Year of entry</b>                                     | 2027/28                                                                                                 |
| <b>Language(s) of Tuition</b>                                                | English                                                                                                     |                                                          |                                                                                                         |
| <b>Awarding body</b>                                                         | Royal Holloway, University of London                                                                        |                                                          |                                                                                                         |
| <b>Department</b>                                                            | Royal Holloway Business School                                                                              | <b>Other departments involved in teaching the course</b> | N/A                                                                                                     |
| <b>Mode(s) of attendance</b>                                                 | Full time                                                                                                   | <b>Duration of the course</b>                            | One year (52 weeks) full-time                                                                           |
| <b>Accrediting Professional, Statutory or Regulatory Body requirement(s)</b> | N/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> | <b>For queries on admissions:</b>                        | <a href="https://royalholloway.ac.uk/applicationquery">https://royalholloway.ac.uk/applicationquery</a> |

| Section 3 – Degree course structure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                       |         |            |                                                                         |
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| 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                                                                     |
| <p>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'.</p> <p>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.</p> |                                                       |         |            |                                                                         |
| 3.2 Optional modules                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                       |         |            |                                                                         |
| <p>In addition to mandatory modules, there may be a number of 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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                       |         |            |                                                                         |

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

#### 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 (\*)*)

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| <ol style="list-style-type: none"> <li>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)</li> <li>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)</li> <li>3. An increased ability to synergize theories and concepts to resolve entrepreneurship &amp; innovation problems and shape business ideas and structure them into a plan of action (S*)</li> <li>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)</li> <li>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)</li> <li>6. Behave ethically and evidence effective professionalism in entrepreneurship and innovation. (Communicating, Collaborating, Integrity, Initiative, Leading) (S, T)</li> <li>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</li> </ol> | <ol style="list-style-type: none"> <li>8. Employ the principles and codes of conduct that underpin ethical practice in entrepreneurship and Innovation (S,T).</li> <li>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)</li> <li>10. Develop an adaptive mindset to practice inclusively in entrepreneurship and innovation within wider organisational and societal context (K)</li> <li>11. Critically evaluate and <b>judge</b> the merit of different perspectives and worldviews in analysing entrepreneurship and innovation and its opportunities in developing and developing economies. (K)</li> <li>12. Develop an adaptive mindset to relate own values in context of diverse others and to work collaboratively and build sustainable knowledge networks (S)</li> <li>13. Develop an ability to critically evaluate, judge and interpret the impact of the dynamic changes in current world affaire and technology on entrepreneurship and innovation (K)</li> <li>14. Critically evaluate and actively contribute to the development of local and global communities with knowledge and skills in entrepreneurship and innovation (K)</li> </ol> |
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meetings and work time to conceptualise, execute and manage different projects (S\*)

## 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. Assessments designated as 'summative' will receive a mark 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.

More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online [Royal Holloway Curriculum 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.

## Section 8 – Additional costs

There are no single associated costs greater than £50 per item on this 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                             |
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| <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 courses of study. |                                                                                                                                             |
| <b>QAA Subject benchmark statement(s)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <a href="http://www.qaa.ac.uk/quality-code/subject-benchmark-statements">http://www.qaa.ac.uk/quality-code/subject-benchmark-statements</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– Intermediate exit awards (where available)                                                                                                                                                                                               |                                                                                                                                                            |                                        |
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| 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 |