Programme Specifications for Business Enterprise and Entrepreneurship (MA)

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| **1. Programme title** | Business Enterprise and Entrepreneurship | |
| **2. Awarding institution** | Middlesex University | |
| **3. Teaching institution** | Middlesex University | |
| **4. Programme accredited by** | N/A | |
| **5. Final qualification** | Master of Arts  Postgraduate Diploma  Postgraduate Certificate | |
| **6. Academic year** | 2010/11 | |
| **7. Language of study** | English | |
| **8. Mode of study** | Full Time/Part Time | |
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| **9. Criteria for admission to the programme** | | |
| Applicants should normally possess a UK Honours degree (normally classified 2.2 or above) or an acceptable equivalent with some quantitative content. Exceptionally, applicants without a first degree might be considered based on professional or other qualifications approved for this purpose. IELTS 6.5 or higher is required or equivalent other. | | |
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| **10. Aims of the programme** | | |
| The programme aims to:  For the postgraduate certificate:   * develop candidates’ awareness, practical skills and understanding, at an advanced professional level, of business enterprise and entrepreneurship concepts and techniques and new venture start-ups; * develop candidates’ abilities to set themselves up in their own business and prepare them for growth or to enable them to promote themselves in their chosen career path; * enable candidates to build a career as corporate, public sector or social enterprise employees through leading innovation in different areas of organisations’ operations and outputs; * enable candidates to develop their potential as entrepreneurs and leaders and their own individual entrepreneurial style.   In addition to the above, for the postgraduate diploma:   * understand the importance, and know how to develop a portfolio of entrepreneurial business relationships and networks that will benefit their businesses; * develop small business management knowledge and skills.   Those progressing to the MA level will also*:*   * develop skills with a work-based learning element that allows students a time period to concentrate either on building their own business or a practical project of their choice in an organisation developing their entrepreneurship skills.   In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of aims will be as follows: for the Diploma, all aims stated above will be achieved in full, with the exception of completion of applied project outcomes. For the Certificate exit award, aims will be achieved at an initial core, but not specialist, level, by completing the two set modules on management concepts for entrepreneurs and developing a new business venture. | | |
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| **11. Programme outcomes** | | |
| **A. Knowledge and understanding**  **Outcomes:** On successful completion of this programme the successful student will have a knowledge and understanding, at an advanced level, of:  A1 Core concepts and theories of business enterprise and entrepreneurship management practice in a variety of settings;  A2 The essential content of entrepreneurship and the application to that content of insights from specialist management disciplines;  A3 Emerging issues and developments in contemporary entrepreneurship practice;  A4 Methods and techniques deployed in entrepreneurship and management research and scholarship. | | **Teaching/learning methods**  Students gain knowledge and understanding in the specified areas through a combination of lectures, directed reading, guided independent study, including extensive use of online resources, simulated business games, case studies, guest/visiting speakers, group work, coursework, critical reflection, facilitated discussion, workshops and the applied project.  **Assessment Method**  Students’ knowledge and understanding is assessed by an interlocking combination of: individual and group coursework, seen and unseen examination, and the applied project. |
| **B. Cognitive (thinking) skills**  **Outcomes:** On completion of this programme the successful student will be able, at an advanced level, to:  B1 make decisions, spot opportunities and solve complex problems creatively regarding entrepreneurship in a variety of settings;  B2 demonstrate advanced levels of creative and reflective thinking applied to entrepreneurship and related topics;  B3 critically evaluate aspects of entrepreneurial work in relation to entrepreneurship concepts and theory;  B4 synthesise information from multiple sources and provide argued support for interpretations and evaluations made on the basis of such information. | | **Teaching/learning methods**  Students learn the stated cognitive skills through methods outlined in **A** above; in particular, creative thinking, analysis, synthesis and evaluation are developed in seminar discussion and debate, as well as through independent study, including use of online resources. Practical guidance is given on all course-related tasks, and feedback is provided on all assessed coursework.  **Assessment Method**  Students’ cognitive skills are assessed on the basis of  group and individual coursework, as well as seen and unseen examination, and the applied project. |
| **C. Practical skills**  **Outcomes:** On completion of the programme successful students will be able, at an advanced level, to:  C1 demonstrate their development of advanced skills in entrepreneurship practice;  C2 demonstrate their abilities to set themselves up in their own business and prepare them for growth or to enable them to promote themselves in their chosen profession;  C3 deploy their abilities to build a career, if they choose, as corporate, public sector or social enterprise employees through leading innovation in different areas of organisations’ operations and outputs;  C4 deploy a range of relevant communication techniques in a professional manner, including written and/or oral presentations;  C5 deploy their potential as entrepreneurs and leaders and develop their own individual entrepreneurial style;  C6 deploy their potential to lead innovation and entrepreneurship in different areas of organisations’ operations and outputs;  C7 demonstrate their capability for self-directed and self-managed learning dealing with professionally-based tasks and problems and work-based learning opportunities. | | **Teaching/learning methods**  Students strengthen their existing practical skills through a simulated business game especially in MGT4460. Additionally, practical skills are reinforced and extended through the following: seminar presentations and discussion, individual and group coursework, independent study and specialised research-method workshops.  **Assessment Method**  Students’ practical skills are assessed by: group and individual coursework, seen and unseen examination, and the applied project. |

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| **12. Programme structure (levels, modules, credits and progression requirements)** | | | |
| **12. 1 Overall structure of the programme** | | | |
| The MA consists of five compulsory modules in total. Of these, four are 30-credit, Level 4 modules. Each module is delivered over one term (12-weeks). Full-time students take two modules per term and part-time students take one module per term. The final and fifth module is the project module (60-credits) which focuses on a substantial written piece of largely self-directed work.  The PG Dip consists of four compulsory modules in total. These are all 30-credit level 4 modules. Full-time students take two modules per term and part-time students take one module per term.  The PG Cert consists of one compulsory module (MGT 4455) and one elective from a choice of three modules. All modules are 30-credit level 4 modules.  MGT 4455 - Entrepreneurship Concepts, Theory and Practice (30 credits)  MGT 4460 - Business Planning and New Venture Development (30 credits)  MGT 4465 - Developing Business Networks for Entrepreneurs (30 Credits)  MKT 4013 - Entrepreneurship, Innovation and Small Business Management (30 credits)  MGT 4470 - Applied Project (60 credits) | | | |
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| **12.2 Levels and modules**  **Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.** | | | |
| Level 7 | | | |
| COMPULSORY | OPTIONAL | | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  **MA**  MGT 4455  MGT 4460  MGT 4465  MKT 4013  MGT 4470  **PG Dip**  MGT 4455  MGT 4460  MGT 4465  MKT 4013  **PG Cert**  MGT4455 | Student must choose ONE from the following:  N/A  N/A  MGT 4460  MGT 4465  MKT 4013 | | Students are normally required to complete taught modules before progressing onto the applied project |
| **12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)** | | | |
| **Module level** | **Module code** | | |
| N/A |  | | |
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| **13. A curriculum map relating learning outcomes to modules** | | | |
| See Curriculum Map on page 45. | | | |
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| **14. Information about assessment regulations** | | | |
| University and School Assessment Regulations apply to this programme. | | | |
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| **15. Placement opportunities, requirements and support (if applicable)** | | | |
| Not applicable to this programme | | | |
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| **16. Future careers (if applicable)** | | | |
| The programme described here develops students’ advanced-level skills, knowledge and capabilities in business enterprise and entrepreneurship. This prepares them, when coupled with the subject areas of their first degrees or earlier professional experience and their interests and aptitudes, for carrying out entrepreneurial roles independently, or in a variety of public and private sector organisations where an understanding of entrepreneurship skills will be required such as leadership or management positions.  As a result of the enhancement of students’ independent creativity, problem-solving, leadership and decision-making abilities during the programme, graduates are also better equipped for entrepreneurial activities. | | | |
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| **17. Particular support for learning (if applicable)** | | | |
| * Induction programme * Full Programme and Module Handbooks (also available online) * Module information and learning/support material on online learning resource (Oasis) * Library and learning centre resources, with extensive online facilities * Postgraduate room in Sheppard library * In-module and on-programme guest lectures * English Language and Learning Support provided in Sheppard Library   Designated weekly ‘office hours’ for drop-by guidance plus other one-to-one meetings at appropriate points with teaching staff | | | |
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| **18. JACS code (or other relevant coding system)** | | N200 | |
| **19. Relevant QAA subject benchmark group(s)** | |  | |
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| **20. Reference points** | | | |
| QAA Document “Master’s Degrees in Business & Management” 2007  QAA Qualifications Framework  CLQE Document “Learning and Quality Enhancement Handbook” Guidance 5(vii)  Middlesex University Regulations 2008/09 | | | |