Programme Specification 2025-26

1.	**Programme title**	MSc Innovation Management and Entrepreneurship
2.	**Awarding institution**	Middlesex University
3a	**Teaching institution**	1 Middlesex University London
3b	**Language of study**	English

4a	**Valid intake dates and mode of study**	

Mode of Study	Cohort	Delivery Location	Duration
Full-time (FT)	Semester 1	Hendon	1 Years
Part-time (PT)	Semester 1	Hendon	2 Years

4c	**Delivery method**	On Campus/Blended Learning

5. Professional/Statutory/Regulatory body (if applicable)
N/A

6.	**Apprenticeship Standard** (if applicable)	N/A

7. Final qualification(s) available
Target Award Title(s)
MSc Innovation Management and Entrepreneurship

8. Academic year effective from	2025-26

9. Criteria for admission to the programme
This programme is open to applicants from any discipline. Applicants must have a good honours degree (2:2 and above) from a UK University, or the equivalent from a recognised overseas University, or an equivalent recognised qualification. The equivalence of qualifications from outside the UK will be determined according to NARIC guidelines.

Students whose first language is not English will need to demonstrate English language proficiency in addition to the other entry requirements. A minimum IELTS score of 6.0 overall, with a minimum of 6.0 in Reading and Writing and minimum of 5.5 in Listening and Speaking, or an equivalent qualification recognised by Middlesex University must be obtained.

The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes. The University ensures that the operation of admissions processes and application of entry criteria are untaken in compliance with the Equality Act.

We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form.

This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

10. Aims of the programme

The programme aims to:

This is a programme about moving ideas from people's heads to the market place.   In this programme we explore the notion of innovation and what it is and how to exploit it by behaving in an Enterprising and Entrepreneurial manner.
 The programme aims to:

develop Students' awareness, practical skills and understanding, at an advanced professional level, of innovation management and entrepreneurship concepts and techniques and new venture development;

develop Students' analytical techniques to decision making in building and supporting new and existing businesses and ventures;

enable Students to lead innovation in different areas of organisations' operations and outputs;

enable Students to develop skills to launch, support and finance new products and services and exploit opportunities arising from new ideas to create new business models and capture economic value;

provide Students with a knowledge of innovation and entrepreneurship research methods and equip them with the skills necessary for them to undertake independent research of innovation and entrepreneurship problems

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 PGDip, exit award all aims stated above will be achieved in full, with the exception of 5.

For PGCert exit award, all aims stated above will be achieved in full, with the exception of 3,4 and 5.

11.	**Programme learning outcomes**

Programme - Knowledge and Understanding

On completion of this programme the successful student will have a knowledge and understanding of:

1. Evaluate the main issues in innovation strategy and entrepreneurial behaviour and assess their relevance as key features of innovation and entrepreneurial success

2. Examine how the success of some businesses stems from application of new technologies and practices, and others from new ways in which to package and charge for services that existing technologies can deliver. Apply their learning developing a more successful business.

3. Critically analyse and develop the changing necessary skills, technologies and methods of design and new product/service development to develop new products, services and solutions.

4. A4. Develop and apply leadership and management skills to develop and implement innovation and entrepreneurial actions successfully.

5. Evaluate financial and risk assessments pertaining to the development of a business through innovative and entrepreneurial actions.

6. Apply methods, techniques and theoretical perspectives deployed in a business setting that enables the application of innovation and entrepreneurship concepts in developing and growing a business.

Programme - Skills

On completion of this programme the successful student will be able to:

7. Demonstrate the ability to synthesize information from multiple sources, evaluate options and reach justifiable conclusions in relation to managerial problem solving and decision-making.

8. Undertake research and develop business networks that enable the student to identify and access to a variety of resources.

9. Demonstrate the ability research and develop a comprehensive plan for the start or growth of a business

10. Demonstrate an understanding and effective use of current technological tools, including but not restricted to AI, Machine Leaning, Automation and Blockchain.

11. Systematically and creatively apply analytical techniques to the decision-making process in business to develop innovative solutions to complex problems.

12. Work professionally in diverse groups, both as an effective leader or follower.

12. Teaching/learning methods

This programme utilises a learner-centered approach, students are expected to self-manage learning activities by participating in the asynchronous material online, and by attending workshops, small group discussions and undertaking self-directed learning activities. There is a high level of collaboration necessary for this programme. That includes not just collaboration between students, but with Module Leaders and the business mentors. This programme is very practice orientated and draws from previous learning, both formal and informal. Students are expected to integrate learning between each module.

Students will develop a comprehensive blend of knowledge and skills through a dynamic mix of teaching methods, including the use of key concept videos to help students prepare for the topics, large group interactive classes, seminars, workshops and/or labs, industry engagement, and experiential learning opportunities.

Independent learning will be directed around research and development of assignments. At time through specific tasks relating to the module concepts and the assignments. Key milestones will be incorporated into each module delivery that will review student's progression in understanding and retaining knowledge. An example of this could students prepare a short presentation of application of a concept to a real-life problem.

The assessments are designed to assess all aspects of the learning process by using an integrated approach. Each assignment builds on the others in a way that is intended to integrate and link all the learning outcomes and is linked directly to the module content. Students also are expected to link assessments across modules. Furthermore, as there is a strong focus on practice underpinned by theory, the assessments are designed to follow a real-world scenario of researching, developing and writing on the process of innovation management and entrepreneurship.

Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours
FT 10

PT 5

Approx. number of hours of independent study per week (at each level of study, as appropriate)

FT 40

PT 20

Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate). Where relevant, provide further details under 13c below.

FT 1680
(12 months)

PT N/A

13. Employability

13a Development of graduate competencies

13b Employability development

The programme has been developed around four principles relating to Enterprise, Entrepreneurship and Innovation; Curiosity – we want students to look around and see something; Imagination – we want students to think what can they do with what they see; Creativity – do something with what they can see; Resilience – keeping going, pivoting when necessary. Additionally, all modules are mapped to the EntreComp: The Entrepreneurship Competence Framework: Enterprise and Entrepreneurship, 2016 and Education: Guidance for UK Higher Education Providers, January 2018 (These publications are the global benchmarks for Entrepreneurial Education). Furthermore, all module outcomes are mapped to Middlesex University's Graduate Competencies.

 Leadership and Influence – The extensive use of practical activities and groups work provides the students with the opportunity to develop their leadership skills and the ability to influence others.

Entrepreneurship – Entrepreneurial behaviour is at the core of this programme. Each module directs the student towards developing their entrepreneurial skills.

Communication, Empathy and Inclusion – Extensive group work along with interaction with people and organisations external to the university enhance student's communication skills while developing empathic and inclusive mindset.

 Curiosity and Learning – The teaching and learning frame work is constructed around curiosity, imagination and creativity, while acting with perseverance.

Collaborative Innovation – In at least two modules students engage with multiple disciplinary teams to develop novel solutions to problems.

Resilience and Adaptability – building resilience is one of the core learning approaches. Understanding when to pivot is a condition of being resilient.

 Technological Agility – we have developed a module specifically to address technological agility.

Problem solving and Delivery – the majority of assessments are structured around solving real live business problems.

At the end of each class/workshop Module Leaders encourage students to reflect on the content and link it to employability skills. Furthermore, students are expected in their discussions with their mentors to identify how what they are learning enables them to act as better entrepreneurs and innovators.

13c Placement and work experience opportunities (if applicable)

N/A

13d Future careers / progression

The programme described here develops students' advanced-level skills, knowledge and capabilities in innovation management 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 and innovation management roles independently, or in a variety of public and private sector organisations where an

understanding of entrepreneurship and innovation management skills will be required.

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.

The Hendon Campus Careers Service offer postgraduate students support in planning their career.

14. Assessment methods

Students' knowledge and understanding as well as skills required by this program's learning outcomes will be assessed by a range of methods including presentation, literature review, critical evaluation, design and develop innovation and analyze its impacts, develop a new venture business plan, create a sustainable business opportunity, analyze the potential impacts of digital tools on selected businesses, as well as applying Innovation, Sustainability, Venture Growth, Networking and Business Digital Development theories and concepts to conduct a research or project work. Most assessments are structured around solving real live business problems.

15. Programme Structure (level of study, modules, credits and progression requirements)

Structure is indicative for Part-time routes.

Students must take all of the compulsory modules and choose following programme requirements from the optional modules.

Non-compensatable modules are noted below.

Available Pathways

MSc Innovation Management and Entrepreneurship with Professional Experience (24 Months)

MSc Innovation Management and Entrepreneurship with Professional Experience (24 Months)

Year 1

Year 1 Level 7 FT and PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4099	Compulsory	Innovation: Creativity and Design 2025-26	30 at Level 7

Code	Type	Module Title	Credits at FHEQ Level
MKT4243	Compulsory	Venture Planning and Growth 2025-26	30 at Level 7
MKT4344	Compulsory	Entrepreneurship and Sustainability 2025-26	30 at Level 7
MKT4545	Compulsory	Networking: Developing your Business Ecosystem 2025-26	15 at Level 7
MKT4646	Compulsory	Business Digital Environment 2025-26	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2025-26	60 at Level 7

Year 1 MSc Innovation Management and Entrepreneurship with Professional Experience (24 Months)

Code	Type	Module Title	Credits at FHEQ Level
MGT4942	Compulsory	Preparing for the Professional Placement 2025-26	0 at Level 7

Year 2

Year 2 MSc Innovation Management and Entrepreneurship with Professional Experience (24 Months) Code	Type	Module Title	Credits at FHEQ Level
MKT4182	Optional	Postgraduate Placement - 12 months 2026-27	0 at Level 7

Code	Type	Module Title	Credits at FHEQ Level
MKT4183	Optional	Business Transformation Project 2026-27	0 at Level 7

Year 2 Level 7 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT4243	Compulsory	Venture Planning and Growth 2026-27	30 at Level 7
MKT4545	Compulsory	Networking: Developing your Business Ecosystem 2026-27	15 at Level 7
MKT4646	Compulsory	Business Digital Environment 2026-27	15 at Level 7
MKT4747	Compulsory	Capstone Research Project 2026-27	60 at Level 7

*Please refer to your programme page on the website re availability of option modules

16. Programme-specific support for learning
Programme-specific support for learning is tailored to meet the needs of students. Academic advising is available on request through the Programme Leader or other members of the teaching staff on the postgraduate programme, providing personalised guidance on academic progress, module selection, and career development. Additional support includes workshops on research methods, dissertation planning, and academic writing to ensure students excel in their assessments. Specialist resources are provided to support students in meeting the professional standards including access to industry-specific case studies, research databases, and tools for analysing trends in the discipline. Moreover, guest speakers, industry mentoring opportunities, and tailored career guidance sessions through University Employability Service further enhance students' learning and professional growth. These resources ensure students are well-prepared to meet both academic and industry expectations.

17. HECos code(s)	100089: Management Studies

17. HECos code(s)	101221: Enterprise and Entrepreneurship

18. Relevant QAA subject benchmark(s)	

19. University Regulations

This programme will run in line with general University Regulations: Policies | Middlesex University

20. Reference points

21. Other information *(if applicable)*

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Mapping by level of study and module

Module Title	Module Code by Level of study	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
Level of study (year) MSc Innovation Management and Entrepreneurship and MSc IME with Professional Experience													
Innovation: Creativity and Design	MKT4099	X		X	X	X				X			X
Venture Planning and Growth	MKT4243		X				X	X		X	X	X	
Entrepreneurship and Sustainability	MKT4344	X			X		X			X		X	
Networking: Developing your Business Digital Ecosystem	MKT4545		X			X			X		X		X
Business Digital Environment	MKT4646			X				X	X		X		X

		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
Capstone Research Project	MKT4747	X			X	X	X	X	X	X	X	X	
Postgraduate Placement	MKT4182							X	X	X	X	X	X
Business Transformation Project	MKT4183							X	X	X	X	X	X
Preparing for the Professional Placement	MGT4942							X	X	X	X	X	X
Level of study (year) PGDip Innovation Management and Entrepreneurship		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6
Innovation: Creativity and Design	MKT4099	X		X	X	X				X			X
Venture Planning and Growth	MKT4243		X				X	X		X	X	X	
Entrepreneurship and Sustainability	MKT4344	X			X		X			X		X	
Networking: Developing your Business Digital Ecosystem	MKT4545		X			X			X		X		X
Business Digital Environment	MKT4646			X				X	X		X		X
Level of study (year) PGCert Innovation Management and Entrepreneurship													
Innovation: Creativity and Design	MKT4099	X		X	X	X				X			X
Venture Planning and Growth	MKT4243		X				X	X		X	X	X	