

Programme Specification

MSc Entrepreneurship (Creative Industries) (full-time)	PFTZENTCIPHM
MSc Entrepreneurship (Financing) (full-time)	PFTZENTFIPHM
MSc Entrepreneurship (Leadership) (full-time)	PFTZENTLEPHM

For students entering in 2020/21

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	MSc Entrepreneurship (Creative Industries) (full-time) - 12 months MSc Entrepreneurship (Financing) (full-time) - 12 months MSc Entrepreneurship (Leadership) (full-time) - 12 months
Accreditation	
Programme Start Dates	September

Programme information and content

This pre-experience programme is designed for students who have limited work experience, although many might have familiarity with a business organisation. Its overall objective is to equip graduates from a range of subject backgrounds with an entrepreneurial mind-set and capabilities to take effective decisions and actions as they embark on a career as an entrepreneur or manager within entrepreneurial and/or creative firms.

The specialist pathways of 'leadership', 'financing' or 'creative industries' within the programme allow students to tailor their learning to particular entrepreneurial contexts, and signal their expertise to potential future employers or investors.

Students who arrive with a short amount of business experience (recommend less than 5 years), will still benefit from the opportunity to develop new capabilities and/or change their career direction.

The programme develops students' capabilities for applying theory into practice. The capstone Entrepreneurship Project provides students with an integrated learning experience achieved through working with start-up entrepreneurs or entrepreneurs re-designing their existing ventures. This collaborative project, working in teams over a 6-week period, during June and July, enables students to experience and demonstrate their expertise in practical consultancy which thus prepares them for their post-programme careers.

Module information

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules. Compulsory modules are listed.

Compulsory modules

Module	Name	Credits	Level
MMM070	Study and Research Skills: Sources, Methods, and Practice	0	M
MMM074	Advances in Entrepreneurial Theory and Practice	20	M
MMM075	Entrepreneurship Project	40	M

The MMM075 Entrepreneurship Project (40 credits) draws upon the expert academic knowledge from MMM074 and provides a process for developing empathy for entrepreneurs to help them with their challenges. This is through observation at Henley SME events, a visit to a start-up incubator during Spring term and an intense optional study visit (International Applied Challenge) immediately after the end of Spring term or the end of the examination period (this will probably be to Poland) under the supervision of entrepreneurship coaches.

Due to the interactive nature of the final project with entrepreneurs, student classes will continue (usually on Tuesdays) throughout June until the end of July to allow for ongoing supervision of progress.

The remaining credits will consist of 60 credits of pathway specific modules, plus 60 credits of option modules to be selected from a range of electives available within Henley Business School.

PATHWAYS

MSc Entrepreneurship (Leadership)

MSc Entrepreneurship (Financing)

MSc Entrepreneurship (Creative Industries)

The final 60 credits of modules are options specific to each of the above pathways.

Part-time or flexible modular arrangements

This programme is only available as a full time 12 month programme.

Additional costs of the programme

There are no textbooks which you must buy. Students are encouraged to discuss the purchase of textbooks or other resources with the module convenor before purchasing. Some books may be available second-hand, which will reduce costs.

A range of resources to support your curriculum, including textbooks, electronic resources and computer facilities, are available through the Central Library and the Business School Academic Resource Centre.

Printing and photocopying facilities are available on campus at a cost per A4 page of £0.05 (black and white) and £0.30 (colour). Essential costs in this area will be low as most coursework is submitted electronically. Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

The optional short consultancy practice study visit (International Applied Challenge) requires students to pay for their travel, visa, and subsistence costs, although there is no additional tuition fee. Students are highly recommended to take part in this trip although it is not compulsory. The cost is approximately £250 plus subsistence.

The estimates were calculated in 2019.

Optional modules

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details. Any additional costs associated with the optional modules, will be made clear to you prior to the beginning of the programme. Entry to optional modules will be at the discretion of the University and subject to availability and avoidance of timetable clashes. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Placement opportunities

There are currently no opportunities for studying abroad for a credit-bearing module within this programme.

MMM075 Entrepreneurial Project includes a practical element in the form of consultancy projects with small or start-up entrepreneurs.

Study abroad opportunities

Teaching and learning delivery

The programme has a strong conceptual and theoretical foundation derived from Henley's leadership in 'market-making' and experiential/action-learning as the basis for putting 'theory into practice'. Practice applications are provided through a variety of methods including case studies, entrepreneurship and business simulations, and developing empathy through observing and working closely with entrepreneurs. The MMM075 project is designed to help entrepreneurs 'make a market' for their business ideas. The Programme Director (2012-2019) has a small business and start-up background.

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is 235 hours.

In addition to your scheduled contact hours, as a 'Master-in-the-making' you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description, accessible on the University of Reading website < <http://www.reading.ac.uk/modules/>>.

Accreditation details

The programme forms part of a wider portfolio of postgraduate education at Henley Business School. It conforms to the requirements of the accreditation agency, Association to Advance Collegiate Schools of Business (AACSB) which requires Business Schools to provide evidence of Assurance of Learning (AoL) for each of their programmes.

Assessment

The programme will be assessed through a combination of written examinations, coursework (including class tests), group work, and oral examinations. Further information is contained in the individual module descriptions.

Core and pathway modules (120 credits) contain in total between 16 and 40% assessment by examination.

Assessment by examination of taught modules occurs in April/ May with any re-sit of failed modules occurring in late August/ September.

The final component of the Entrepreneurship Project is to be submitted at the beginning of September, or one month thereafter if there are re-sits.

Progression

Classification

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70 - 100% Distinction

60 - 69% Merit

50 - 59% Good standard (Pass)

Failing categories:

40 - 49% Work below threshold standard

0 - 39% Unsatisfactory Work

For Master's Degree

To qualify for **Distinction**, students must

- i. gain an overall average of 70 or more over 180 credits; and
- ii. a mark of 60 or more for MMM075 Entrepreneurship Project; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits;
and
- iv. students must not have any mark below 40.

To qualify for **Merit**, students must

- i. gain an overall average of 60 or more over 180 credits; and
- ii. a mark of 50 or more for MMM075 Entrepreneurship Project; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits;
and
- iv. students must not have any mark below 40.

To qualify for **Passed**, students must

- i. gain an overall average of 50 or more over 180 credits; and
- ii. a mark of 50 or more for the MMM075 Entrepreneurship project; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits;
and
- iv. the total credit value of all modules marked below 40 must not exceed 30 credits.

For the purposes of degree classification, the Entrepreneurship Project (MMM075) is considered to be the equivalent of a dissertation. For the award of a degree, this module must achieve a mark of 50 or more (which may also be achieved in a resit).

Students wishing to proceed to a higher degree by research should normally have obtained an average of 60% in the modules and at least 60% in the Entrepreneurship Project (MMM075).

For PG Diploma

To qualify for **Distinction**, students must

- i. gain an overall average of 70 or more over 120 credits; and
- ii. In addition, the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. students must not have any mark below 40.

To qualify for **Merit**, students must

- i. gain an overall average of 60 or more over 120 credits; and
- ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. students must not have any mark below 40.

To qualify for **Passed**, students must

- i. gain an overall average of 50 or more over 120 credits; and
- ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. the total credit value of all modules marked below 40 must not exceed 30 credits.

For PG Certificate

To qualify for a **Postgraduate Certificate**, students must

- i. gain an overall average of 50 or more over 60 credits; and
- ii. the total credit value of all modules marked below 40 must not exceed 10 credits.

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

MSc Entrepreneurship (Creative Industries) (full-time) for students entering in session 2020/21

12 July 2019

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