PROGRAMME SPECIFICATION

KEY FACTS

<table>
<thead>
<tr>
<th>Course name</th>
<th>MSc in Entrepreneurship</th>
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</thead>
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<tr>
<td>Award</td>
<td>MSc</td>
</tr>
<tr>
<td>School</td>
<td>Cass Business School</td>
</tr>
<tr>
<td>Department or equivalent</td>
<td>Specialist Masters Programme</td>
</tr>
<tr>
<td>Course code</td>
<td>PSENTR</td>
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<tr>
<td>Type of study</td>
<td>Full Time</td>
</tr>
<tr>
<td>Total UK credits</td>
<td>180</td>
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<tr>
<td>Total ECTS</td>
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COURSE SUMMARY

The Cass MSc in Entrepreneurship will provide you with an academically rigorous and professionally relevant education that will serve your career needs throughout your personal and professional development. The overarching aim is to nurture innovative and prosperous new ventures with responsible leaders who appreciate the demands of multiple stakeholders and foster sustainable business solutions.

The course will kick off with a Start-up Bootcamp. This is a weekend-long event where you and your fellow students will come together and share ideas, form teams and build prototypes (no credits). Here are some of the benefits of attending the Start-up Bootcamp: (1) Pitch your idea and form your team (or join a team with a business idea you like), (2) Learn from and network with entrepreneurs and professionals, (3) Learn about validating your idea, product and customer development, lean startup methods, Minimal Viable products, etc., (4) Meet and work along postgraduate students from other City, University of London Schools, (5) Pitch to a panel of judges for a chance to win great cash prizes.

Term 1 aims to provide you with the fundamentals and develop ideas that are customer-centered and market-relevant. Term 1 includes the following six core modules:

1. New Venture Creation (The entrepreneurship/intrapreneurship journey) (15 Credits)
2. Managing Creativity and Innovation (10 Credits)
3. Customer Development (10 Credits)
4. Marketing Innovations (Build a marketing plan for an innovative product/service) (10 Credits)
5. Accounting and Finance for Entrepreneurs (Learn how to use spreadsheets, Planning financial future, etc.) (10 Credits)
6. Leading Entrepreneurial Teams (Create the definitive network, hire and develop the right programme and culture to support your people) (10 Credits)

Term one is worth 65 credits in total.

Term 2 aims to provide you with the knowledge and understanding to develop a prototype and get your idea off the ground. Term 2 includes the following six core modules:

1. New Product Development (10 Credits)
2. High Growth Entrepreneurship (Anticipate needs and strategize the right way forward for a new business venture or initiative) (10 credits)
1. Managing Operations for Scaling Up (Tools and methods for the design, production, and delivery of goods and services) (10 Credits)
3. Sales Management: The Art and Science of Sales (Accelerate time to market, build a sales strategy and team) (10 Credits)
4. Branding and Digital Marketing (Build a digital strategy and strong brand) (10 Credits)
5. Funding the New Venture (Prepare for raising money for a new business or initiative) (10 Credits)

Term two is worth 60 credits in total.

Term three focuses on helping you launch your ideas, go to market and refine product offering

1. The Entrepreneurial Advisor: Problem Solving for Early-stage Companies or new initiatives (This is a consulting project where teams of students work closely with a start-up or large organization in order to help them address an issue (e.g. market research, international expansion)) (15 Credits)
2. M&A and Other Exits for Entrepreneurs (This course focuses on theoretical and practical issues of acquiring a business) (10 Credits)

You can also either take three electives from the existing MSc suite (for example - Family Business, Storytelling for Business, Ethics, Society and the Finance Sector, Political Risk Management) or do a Business Research Project/Business Plan (30 credits). You will also have the opportunity to enter the Business Plan Competition which is optional and carries no credits.

Term three is worth 55 credits in total.

Throughout the programme you will be encouraged to develop an attitude towards learning from failure and taking calculated risks. We will cover challenges and risks that entrepreneurs face and ways to recover from failure.

Aims

In addition to the aims and objectives of the Cass Business School, the aim of the MSc in Entrepreneurship is to develop you into an informed, knowledgeable, confident, networking entrepreneur (launching and growing their own venture) or intrapreneur (developing an entrepreneurial initiative within a large organization) who can perform in an international business environment within resource constraints. This aim falls within City, University of London's strategic aims of providing high quality education, making a significant contribution to the success of London as a world city and increasing its international scope and reputation.

Specifically, the MSc in Entrepreneurship course aims to:

i) enable you to acquire solid and up-to-date knowledge, based on both academic theory and hands-on expertise, with a heavy emphasis on the
creation and growth of new ventures;

ii) equip you with rigorous quantitative and qualitative analytical skills to deal with complex issues when creating and growing your new venture;

iii) equip you with key “soft” skills, such as persuading people and organizations, creativity, persistence, team-working, communication skills, leadership and initiative;

iv) develop your critical thinking and reflective (able to appraise and evaluate your own strategic plans and decisions) skills;

v) encourage you to become not only an excellent entrepreneur, but also a responsible leader.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge and understanding:

- Demonstrate key knowledge by describing, defining and explaining the fundamentals of finance, strategic management, operations, human resource management and marketing relevant to the creation and growth of new business ventures.
- Analyse the changing external context (for example by assessing the potential impact of current developments in technology, fundraising, accelerator entry) critical to the creation and growth of new business ventures.
- Identify and apply various analytical tools relevant to the creation and growth of new business ventures.
- Analyse and synthesize academic research to enable you to make informed and objective decisions in a wide range of situations when creating and growing a new business venture.

Skills:

- Creatively and systematically synthesize, critically analyze and convert theory relating to creating and growing a new business venture into practice.
- Examine and evaluate interesting business ideas in order to construct them into viable business opportunities.
- Plan and carry out independent and original research/project work to assess the potential for a new business venture in a specific area.
- Think critically and creatively: organise thoughts, analyse, synthesise, critically appraise, including the ability to identify assumptions, evaluate statements in terms of evidence, detect false logic, define terms adequately and generalise appropriately.
- Solve problems and make decisions relating to new business ventures using appropriate theories, concepts and techniques. Think critically and work objectively
and productively within teams to overcome challenges.

- Operate in a variety of inter-personal and team roles and take leadership roles where appropriate. Communicate your business opportunity effectively and succinctly to a professional audience.

**Values and attitudes:**

- Show the ability and willingness to work effectively in a variety of situations.
- Show a genuine and continuing interest in the study and practice of entrepreneurship, including the development of learning skills that will ensure self confidence, belief and awareness.
- Show assurance, confidence and self awareness in your ability to apply the skills and knowledge learned in the degree.

This course has been developed in accordance with the QAA Subject Benchmark for Business and Management.

**HOW WILL I LEARN?**

The MSc in Entrepreneurship reflects the pedagogic philosophy of Cass Business School: advanced, technically challenging education to prepare professionals and leaders to operate at decision-making levels. Learning is delivered and achieved through a range of methods including lectures, case studies, group work presentations, real-world projects, simulations, seminars and hands-on sessions. You will also make extensive use of Moodle, our Virtual Learning Environment (VLE), which will be used to support all teaching and learning on the course.

We emphasise the specific acquisition of sound theoretical foundations of entrepreneurship and develop your ability to apply this knowledge in practical, real-world contexts through the study of current and future marketing theories. Student presentations to lecturers, visitors from the City and TechCity community and other members of the class are used to give invaluable practice in applying and expressing complex subject matter clearly and concisely to an audience. Group work, the preparation of case studies, pitch decks, financial, operational, marketing and strategic plans consolidate the acquired knowledge and build interpersonal and communication skills which are essential for any future career.

The MSc in Entrepreneurship is designed and structured to allow for intellectual progression through core modules taught in terms 1 and 2. Modules taught in term 2 normally build on the knowledge and skills acquired in term 1. Term three allows for further progression by choosing specialist elective modules or a business plan, where students can apply knowledge and skills acquired earlier in the programme.

If you fail to meet the requirements for the award of MSc Programme you may be awarded a postgraduate diploma provided you have successfully completed all core content.
A minimum of 10 teaching and learning hours (both contact and non-contact) are required for each credit awarded. The precise weighting of different types of learning depends on the modules you take and the breakdown is therefore provided within the appropriate module specifications.

Non-contact hours are for self directed study and account for the minimum amount of time you should spend studying independently, including subject research, reading, working in groups and completing assignments and other homework.

**Overall teaching and learning hours:** approx. 1800 hours  
**Contact hours:** approx. 340 hours

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**WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

**Assessment and Assessment Criteria**

This course is assessed by coursework and examinations and applies standard MSc grade related criteria.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

**Feedback on assessment**

Feedback will be provided in line with our Assessment and Feedback Policy and will be provided in a variety of ways throughout your course, both formally and informally, in order to support your learning.

You will normally be provided with coursework feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. The timescale for feedback on final projects or dissertations may be longer. Examination grades will be provided once they have been agreed by an Assessment Board.

More details about the feedback you can expect from individual modules and
assessments will be provided by your lecturers.

The full policy can be found at:

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. The programme is weighted according to the number of credits awarded for each module. Pass / Fail modules are excluded from this calculation.

The pass mark for each module is 50% and there are no minimum qualifying marks for individual components.

If you fail an assessment component or a module, the following will apply:

Re-Sit: you will normally be offered one re-sit attempt.

If you are successful in the re-sit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a re-sit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the component(s) that you passed at first attempt.

If you do not meet the pass requirements for a module and do not complete your re-sit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:
http://www.city.ac.uk/__data/assets/word_doc/0003/69249/s19.doc
WHAT AWARD CAN I GET?

Master's Degree:

<table>
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<tr>
<th>HE Level</th>
<th>Credits</th>
<th>Weighting (%)</th>
<th>Class</th>
<th>% required</th>
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<tr>
<td>Taught</td>
<td>7</td>
<td>180</td>
<td>With Distinction</td>
<td>70</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>With Merit</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Without</td>
<td>50</td>
</tr>
<tr>
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<td></td>
<td>Classification</td>
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Postgraduate Diploma:

A student who has not accumulated enough credits to be awarded a masters degree may be awarded a postgraduate diploma provided that:

- All core/core elective modules (excluding the Business Plan Project/Accelerator Entry) are included in the calculation.
- The overall aggregate grade for all modules to be counted is at least 50%.
- Not more than 20 core/elective credits are between 40% - 49.9%.

<table>
<thead>
<tr>
<th>HE Level</th>
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<tbody>
<tr>
<td>Taught</td>
<td>7</td>
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<td>With Distinction</td>
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<tr>
<td></td>
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<td>With Merit</td>
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Postgraduate Certificate:

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<th>Credits</th>
<th>Weighting (%)</th>
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WHAT WILL I STUDY?

Throughout your study you will have the opportunity to work both individually and in groups, on a wide variety of subject matter. You will also have the opportunity to attend events to enable you to engage with external stakeholders and begin to build professional networks.

The course will kick off with a Start-up Bootcamp. This will be a three-day event where you and your fellow students will be able to meet each other before teaching starts in order to share ideas, form teams and build prototypes. There will be no credits awarded for this, rather you will benefit from having met your colleagues and established working relationships important for progression through the course. At the beginning of the course you will also complete a number of induction workshops including:
• Team building
• Career induction and careers fair
• Professional development skills

Term one:
You will complete six core modules covering core material such as New Venture Creation, Managing Creativity and Innovation, Customer Development, Marketing Innovations, Accounting and Finance for Entrepreneurs, Leading Entrepreneurial Teams and. Term one is worth 65 credits in total.

Term two:
You will also complete six core modules in term two covering areas such as New Product Development, High Growth Entrepreneurship, Managing Operations for Scaling Up, Sales Management, Branding and Digital Marketing and Funding the New Venture. Term two is worth 60 credits in total.

Term three:
In term three you will complete two core modules on The Entrepreneurial Advisor and M&A and Other Exits for Entrepreneurs, alongside established electives (some of which are listed in the table below) or your Business Research Project/Business Plan. Term three is worth 55 credits in total.

Elective modules may also be selected from other MSc courses in the Specialist Masters Programme on approval of the Course Director(s).

Throughout your studies you will also undertake a number of professional and career development workshops. You will also have the opportunity to enter the Business Plan Competition which is optional and carries no credits.

<table>
<thead>
<tr>
<th>Module Title</th>
<th>SITS Code</th>
<th>Module Credits</th>
<th>Core/ Elective</th>
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<td>Managing Creativity and Innovation</td>
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<td>C</td>
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<td>C</td>
<td>N</td>
<td>7</td>
</tr>
<tr>
<td>Leading entrepreneurial teams</td>
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<td>10</td>
<td>C</td>
<td>N</td>
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</tr>
<tr>
<td>New Product Development</td>
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<td>C</td>
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<td>C</td>
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<tr>
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<td>Sales Management</td>
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<td>C</td>
<td>N</td>
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<tr>
<td>Branding and Digital</td>
<td>SMM374</td>
<td>10</td>
<td>C</td>
<td>N</td>
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TO WHAT KIND OF CAREER MIGHT I GO ON?

We envision that our MSc in Entrepreneurship students will either start their own ventures or pursue careers in start-ups or corporate organizations.

Typical industries: Start-up, IT/Internet, Banking/Finance, Consulting/Professional services, Engineering/Manufacturing, Consumer/Retail

Typical job profiles: Founder/CEO, Product Manager, Brand Manager, Business Development/Sales Manager, Project Management

Strategy Consulting

Notable employers: Launch their own venture, Work for other notable start-ups, Google, Amazon.com, E&Y, KPMG

If you would like more information on the Careers support available at Cass, please go to: [https://www.cass.city.ac.uk/intranet/student/cass-careers](https://www.cass.city.ac.uk/intranet/student/cass-careers)

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

A number of international electives are on offer across the MSc Programme and in the past have included modules run in Dubai, Madrid and Singapore. Further information will be made available as part of the elective decision process.
## HOW DO I ENTER THE COURSE?

To be accepted on to a Cass MSc degree you will need a good Bachelors degree. This usually means a high UK 2.1 or above, or the equivalent from an overseas institution. Some level of previous study in the specific subject area may be required.

Applicants will need to submit two references, one of which must be an academic reference, if the candidate does not have previous work experience. Previous work experience is not a requirement of our full time MSc courses.

We require all students who have not previously studied in English to take an IELTS exam. The IELTS requirement is 7.0 with a minimum of 6.5 in writing.

In addition, they will have to provide a pitch deck (as a PowerPoint presentation) explaining their business venture or initiative they aim to launch, and complete an online video Question and Answer session to be uploaded with their application.

Version: 2.0
Version date: August 2016
For use from: 2016/2017