

## Course Specification

| Course Summary Information |   |                                      |
|----------------------------|---|--------------------------------------|
| 1                          | <b>Course Title</b>   | MSc Management and Entrepreneurship  |
| 2                          | <b>BCU Course Code</b>  | PT1617-05                            |
| 3                          | <b>Awarding Institution</b>   | Birmingham City University           |
| 4                          | <b>Teaching Institution(s)</b><br>(if different from point 3)                         |                                      |
| 5                          | <b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable) | Chartered Management Institute (CMI) |

| 6 | Course Description  |
|---|---|
|   | <p>Do you want to study a Master's in management in Birmingham? Our MSc Management and Entrepreneurship course is accredited by the Chartered Management Institute (CMI).</p> <p>The Management and Entrepreneurship MSc is a challenging but highly rewarding pathway that will provide an innovative gateway into starting your own business, as well as helping you develop a legitimate business plan that you can use to start your company. Our Management and Entrepreneurship course teaches you the fundamental skills and attributes you need to become a successful entrepreneur.</p> <p>You will work in internationally diverse student teams, collaborating to deliver effective and professional reports, reflecting the professional practice of international management. Throughout the course, the course team will give you the support you need to realise your potential, and we look forward to working with you to develop your knowledge, understanding and skills for the career of your choice.</p> <p><b>What's covered in the course?</b></p> <p>At Stage One you'll become adept at strategic and tactical business decisions, developing core skills in key areas, including finance, people management, operations and marketing. You will examine the key challenges faced by global businesses, to fully appreciate the complexity and dynamics of leadership and management practice. This will see you broaden your skills in organisation, communication and working with others, particularly within an increasingly culturally diverse business context.</p> <p>Stage Two develops your specialist knowledge, understanding and skills via the New Venture Creation module which specifically focuses on the applied aspects of entrepreneurial activity. In parallel, you will also learn about strategic management and develop your skills in research practice to prepare for your major project.</p> <p>The Stage Three module of Entrepreneurship in Practice is a series of specialist topics giving real world practical insights into entrepreneurship practice. You will explore critical issues faced</p> |

|  |   |
|--|---|
|  | by entrepreneurs, such as entrepreneurship capital, buying a business, succession planning and start-up marketing. You will be given the option to develop your business concept into a substantial piece of research and business plan via the Entrepreneurship Project module. You will be able to self-appraise and reflect on your entrepreneurship skills at all three stages of the course. |
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|           |   |              |                        |
|-----------|---|--------------|------------------------|
| <b>7</b>  | <b>Course Awards</b>  |              |                        |
| <b>7a</b> | <b>Name of Final Award</b>  | <b>Level</b> | <b>Credits Awarded</b> |
|           | Master of Science Management and Entrepreneurship                             | 7            | 180                    |
|           | Master of Science Management and Entrepreneurship with Professional Placement | 7            | 240                    |
| <b>7b</b> | <b>Exit Awards and Credits Awarded</b>  |              |                        |
|           | Postgraduate Certificate Business Management                                  | 7            | 60                     |
|           | Postgraduate Diploma Business Management                                      | 7            | 120                    |

|          |   |  |  |
|----------|---|--|--|
| <b>8</b> | <b>Derogation from the University Regulations</b> |  |  |
|          | Not applicable                                    |  |  |

|          |                                    |                             |                          |                |
|----------|------------------------------------|-----------------------------|--------------------------|----------------|
| <b>9</b> | <b>Delivery Patterns</b>           |                             |                          |                |
|          | <b>Mode(s) of Study</b>            | <b>Location(s) of Study</b> | <b>Duration of Study</b> | <b>Code(s)</b> |
|          | Full Time                          | City Centre                 | 12 months                | PT1617-05      |
|          | Full Time (Professional Placement) | City Centre                 | 18 months                | PT1619-05      |

|           |  |  |  |
|-----------|--|--|--|
| <b>10</b> | <b>Entry Requirements</b>  |  |  |
|           | The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> . |  |  |

| <b>11 Course Learning Outcomes</b>                       |  |
|--|--|
| <b>Learning Outcomes – Knowledge &amp; Understanding</b> |  |
| <b>1</b>   | Apply knowledge and understanding of advanced theories, concepts and methods to the interdisciplinary challenges of business and management practice.  |
| <b>2</b>   | Examine and evaluate strategic and tactical business decisions in a variety of contexts and within their specialist discipline with a focus on sustainability and business ethics.   |
| <b>3</b>   | Appreciate the complexity and dynamics of business and management competences and capabilities that are enabled to respond appropriately to internal and external change.  |
| <b>4</b>   | Contribute effectively to identifying, developing and selecting appropriate solutions including digital solutions to solve business and management problems.   |
| <b>5</b>   | Implement critical awareness of the current key issues, challenges and practices in the field of business and management including digital business transformation.  |
| <b>6</b>   | Employ advanced research and critical enquiry to further develop their professional understanding of international business specialism to aid and inform business and management decision making.  |
| <b>Learning Outcomes – Key Skills</b>                    |  |
| <b>7</b>   | Develop analytical skills necessary to investigate, understand and formulate solutions including digital solutions for management problems.  |
| <b>8</b>   | Think critically and creatively to synthesise, evaluate and organise their ideas and concepts and those of others.   |
| <b>9</b>   | Solve complex problems and make decisions in ambiguous and uncertain business and management environments.   |
| <b>10</b>  | Communicate and express evidence based ideas and arguments coherently and persuasively whilst effectively utilising relevant Communication Information and Digital Tools.  |
| <b>11</b>  | Develop personal effectiveness through self-management strategies and skills to meet business challenges.  |
| <b>12</b>  | Learn through reflection on practice (their own and others), from their experience and from feedback from others.  |
| <b>13</b>  | Understand and appreciate the importance of different communities of interest and networks, the role of negotiation, collaboration, ethics, technology and organisational culture and values and demonstrate empathy for resolution of conflict.   |
| <b>14</b>  | Execute essential skills in qualitative and quantitative research collecting, validating and interpreting data effectively utilising appropriate methodologies.  |
| <b>15</b>  | Lead projects and teams developing skills in task prioritisation, working to deadlines, dealing with risk and uncertainty, leading, organising, influencing and motivating others from diverse cultures and backgrounds, in a professional manner. |

| <b>12</b>   | <b>Course Requirements</b>  |              |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
|-------------|---|--------------|-------------|--------------|---------|--------------------|----|---------|-------------------------|----|---------|------------------------|----|---------|------------------------------------|----|---------|--|----|---------|----------------------|----|---------|------------------------------|----|-------------|-------------|--------------|---------|------------------------|----|
| <b>12a</b>  | <p><b>Level 7:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ACC7042</td> <td>Managerial Finance</td> <td>20</td> </tr> <tr> <td>BUS7076</td> <td>The Integrated Business</td> <td>20</td> </tr> <tr> <td>HRM7052</td> <td>Leadership Development</td> <td>20</td> </tr> <tr> <td>MAN7131</td> <td>International Strategic Management</td> <td>20</td> </tr> <tr> <td>BUS7XXX</td> <td>Business and Management Research Project</td> <td>60</td> </tr> <tr> <td>BUS7078</td> <td>New Venture Creation</td> <td>20</td> </tr> <tr> <td>BUS7077</td> <td>Entrepreneurship in Practice</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><b>In order to qualify for the award of MSc Management and Entrepreneurship with Professional Placement, a student must successfully complete Level 7 modules listed above, totalling 180 credits, as well as the following Level 6 module:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6001</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table> | Module Code  | Module Name | Credit Value | ACC7042 | Managerial Finance | 20 | BUS7076 | The Integrated Business | 20 | HRM7052 | Leadership Development | 20 | MAN7131 | International Strategic Management | 20 | BUS7XXX | Business and Management Research Project | 60 | BUS7078 | New Venture Creation | 20 | BUS7077 | Entrepreneurship in Practice | 20 | Module Code | Module Name | Credit Value | PLA6001 | Professional Placement | 60 |
| Module Code | Module Name   | Credit Value |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| ACC7042     | Managerial Finance  | 20           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| BUS7076     | The Integrated Business   | 20           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| HRM7052     | Leadership Development  | 20           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| MAN7131     | International Strategic Management  | 20           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| BUS7XXX     | Business and Management Research Project  | 60           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| BUS7078     | New Venture Creation  | 20           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| BUS7077     | Entrepreneurship in Practice  | 20           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| Module Code | Module Name   | Credit Value |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |
| PLA6001     | Professional Placement  | 60           |             |              |         |                    |    |         |                         |    |         |                        |    |         |                                    |    |         |  |    |         |                      |    |         |                              |    |             |             |              |         |                        |    |

## 12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

### Level 7 12 Month Course

| SEMESTER ONE   | SEMESTER TWO  | SEMESTER THREE   |
|--|---|--|
| <b>Core</b><br>ACC7042: Managerial Finance (20 credits)<br>HRM7052: Leadership Development (20 credits)<br>BUS7076: The Integrated Business (20 credits) | <b>Core</b><br>MAN7131: International Strategic Management (20 credits)<br>BUS7078: New Venture Creation (20 credits)<br>BUS7077: Entrepreneurship in Practice (20 credits) | <b>Core</b><br>BUS7XXX Business and Management Research Project (60 credits) |

### 18 month Professional Placement course:

| SEMESTER ONE   | SEMESTER TWO  | SEMESTER THREE   | SEMESTER FOUR                              |
|--|---|--|--|
| <b>Core</b><br>ACC7042: Managerial Finance (20 credits)<br>HRM7052: Leadership Development (20 credits)<br>BUS7076: The Integrated Business (20 credits) | <b>Core</b><br>MAN7131: International Strategic Management (20 credits)<br>BUS7078: New Venture Creation (20 credits)<br>BUS7077: Entrepreneurship in Practice (20 credits) | <b>Core</b><br>BUS7XXX Business and Management Research Project (60 credits) | Professional Placement module (60 credits) |

### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 7

#### Workload

##### 15% time spent in timetabled teaching and learning activity

| Activity           | Number of Hours* |
|--------------------|------------------|
| Scheduled Learning | 280              |
| Directed Learning  | 86               |
| Private Study      | 1434             |
| <b>Total Hours</b> | <b>1800</b>      |

#### Balance of Assessment

| Assessment Mode | Percentage* |
|-----------------|-------------|
| Coursework      | 66%         |
| Exam            | 11%         |
| In-Person       | 23%         |

\*Figures vary according module options chosen.