

Programme Specification

MSc International Entrepreneurship and Innovation

MSc International Entrepreneurship and Innovation with Professional Experience

<i>School:</i>	London
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2024-25
<i>in the month(s) of</i>	September ¹ , February
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	YSJU London
<i>Programme/s accredited by:</i>	Not applicable
<i>Exit awards:</i>	Postgraduate Certificate in International Entrepreneurship and Innovation Postgraduate Diploma in International Entrepreneurship and Innovation
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Subject Benchmark Statement for Business and Management (Masters, 2015) Master's Degree Characteristics (February 2020)
<i>Mode/s of study:</i>	Full time (12 months) Full time with professional experience* (24 months) Part time (24 months) ² Part time with professional experience* (36 months) ²
	<p>*NB. The professional experience element provides a 12-month window of opportunity for completion for full time, and 24-months for the part time programme. A minimum of 9-months professional experience activity is required.</p> <p>Standard Postgraduate periods of study¹ for full time / part time</p>
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Opt-in YSJU Placement Year opportunity:</i>	No

¹ Sept intake suspended for 2024-25

² All part-time intakes suspended in 2024-25

Introduction and Special Features

This programme combines fundamentals and cutting-edge principles, theories, and practices within the fields of innovation and entrepreneurship. As a student on MSc International Entrepreneurship and Innovation, you will be equipped with knowledge of entrepreneurial marketing, growth finance and entrepreneurship. You will develop expertise knowledge of creativity and innovation, global expansion and enable digital disruption. Curriculum will be rooted in ethical practice and underpinned by the United Nations Sustainable Development Goals.

On this programme you will immerse yourself in developing your skills in business planning, innovation and creativity, marketing, finance, and global expansion. This will be applied to real world scenarios to create and defend your ideas. Supported by a team of academics and practitioners, you will develop a pragmatic approach alongside an innovative mindset to gain competitive advantage in the global market. To further enhance your employability, you will create strategies to identify which digital disruptions best support your entrepreneurial endeavours.

MSc International Entrepreneurship and Innovation will equip both intrapreneurs, who are making an impact as employees and entrepreneurs who are launching a venture to grow their organisations. Creative and innovative thinking is developed alongside structured approaches to scaling an organisation.

You will be introduced to the relevant industry sector application of key concepts and theories through the use of our bespoke 'Venture Creation Lab', and guest lectures delivered by internal and external experts. The focus of this programme is on identifying and devising productive entrepreneurial activities.

You will engage in face-to-face learning with digital enhancement via a mixture of lectures, small group seminars and pre-recorded online content. The focus will be on applied learning through a flipped classroom and scenario based pedagogical design. Thus, bridging a connection between lectures and seminar activities to stimulate active learning and engagement for both modes of delivery. At completion of the programme, you will be able to confidently pursue an entrepreneurial career whether that is heading up a venture or as an intrapreneur spearheading new initiatives.

Admissions Criteria

Students must meet the University's general entry criteria for postgraduate study. In addition, students must have:

1. A Bachelor's degree or equivalent, achieved at Class 2:2 or above, from an approved university or institution or:
2. Current or recent work experience (within the last two years) appropriate to enable contribution to the programme.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme Aim(s)

To pursue entrepreneurial endeavours in a skilled and knowledgeable way, this programme will enable students to confidently assess and choose from strategic growth options and evaluate the associated risks. Students will critically evaluate and defend decisions leading to organisational growth. Developing well rounded skills, the programme embeds the principles of ethical practice, cultural context, internationalisation, and sustainable approaches.

All organisations operate within limited resources which they must optimise. The programme will facilitate the development of specialist knowledge around entrepreneurial planning, global expansion, finance, and marketing. Throughout the learning on the programme students will evaluate how to embed creativity, innovation, and disruption. The overall aim of the programme is to develop critical understanding and self-awareness to cultivate cutting edge entrepreneurial skills and knowledge, enhancing individual and organisational potential.

The programme is aimed at graduates (or those with an equivalent entry level) who want to be equipped with the knowledge, skills and behaviours to grow an organisation. They are likely to have entrepreneurial tendencies, so seeking new opportunities and the programme will introduce the frameworks and processes to perform this more effectively. This could be through securing funds, to expanding internationally and marketing for growth. Following on from the programme graduates will have a much more robust base to start and scale a business and will be able to identify additional resource and support that they will need to launch their business.

Programme Learning Outcomes

Upon successful completion of the programme students will be able to:

- 7.1.** Critically assess the commercial viability and ethical attributes of a business start up
- 7.2.** Critically appraise resources required to facilitate globally minded, entrepreneurial growth
- 7.3.** Evaluate and apply principals of innovation and creativity
- 7.4.** Critically examine the factors that contribute to entrepreneurial success and failure
- 7.5.** Analytically assess principals of sustainability that contribute toward entrepreneurial endeavours
- 7.6.** Critically examine factors that contribute to the personal potential of entrepreneurs
- 7.7.** Demonstrate an in-depth understanding of the skills and approaches that entrepreneurs bring to the process of value creation
- 7.8.** Construct, conduct, analyse and disseminate an independent and task-based piece of research within the fields of international entrepreneurship and innovation

Programme structure

Full Time Programme Structure (12 months)

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
LDE7001M	7	1	Entrepreneurship	20	C	X
LDE7002M	7	1	Creativity and Innovation	20	C	X
LDE7003M	7	1	Entrepreneurial Marketing	20	C	X
LDE7004M	7	2	Growth Finance	20	C	X
LDE7005M	7	2	Global Expansion	20	C	X
LDE7006M	7	2	Enabling Digital Disruption	20	C	X
LDE7007M	7	All	Applied Research Project	60	C	NC

September students commence with LDE7001-3M. February students commence with LDE7004-6M.

Full Time Programme Structure with Professional Experience (24 months)

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
LDE7001M	7	1	Entrepreneurship	20	C	X
LDE7002M	7	1	Creativity and Innovation	20	C	X
LDE7003M	7	1	Entrepreneurial Marketing	20	C	X
LDE7004M	7	2	Growth Finance	20	C	X
LDE7005M	7	2	Global Expansion	20	C	X
LDE7006M	7	2	Enabling Digital Disruption	20	C	X
LDE7008M	7	All	Applied Research Project (Professional Experience)	60	C	NC

September students commence with LDE7001-3M. February students commence with LDE7004-6M. The Professional Experience will take place during the second year of the programme, with the option of a professional placement, or YSJU London's Venture Creation Lab. Skills acquired will be assessed via the Applied Research Project (Professional Experience). Please see the 'Professional Experience (Option)' section below.

Part Time Programme Structure (24 months)

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
LDE7001M	7	1	Entrepreneurship	20	C	X
LDE7002M	7	4	Creativity and Innovation	20	C	X
LDE7003M	7	3	Entrepreneurial Marketing	20	C	X
LDE7004M	7	2	Growth Finance	20	C	X
LDE7005M	7	5	Global Expansion	20	C	X
LDE7006M	7	6	Enabling Digital Disruption	20	C	X
LDE7007M	7	All	Applied Research Project	60	C	NC

September students commence with LDE7001M. February students commence with LDE7004M.

Part Time Programme Structure with Professional Experience (36 months)

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
LDE7001M	7	1	Entrepreneurship	20	C	X
LDE7002M	7	4	Creativity and Innovation	20	C	X
LDE7003M	7	3	Entrepreneurial Marketing	20	C	X
LDE7004M	7	2	Growth Finance	20	C	X
LDE7005M	7	5	Global Expansion	20	C	X
LDE7006M	7	6	Enabling Digital Disruption	20	C	X
LDE7008M	7	All	Applied Research Project (Professional Experience)	60	C	NC

September students commence with LDE7001M. February students commence with LDE7004M. Professional experience will take place during the latter half of the programme, with the option of a professional placement, or YSJU London's Venture Creation Lab. Skills acquired will be assessed via the Applied Research Project (Professional Experience). Please see the 'Professional Experience (Option)' section below.

Professional Experience (Option)

Professional experience is the perfect opportunity to enhance your career prospects and deepen your understanding of your chosen area of expertise. The MSc International Entrepreneurship and Innovation programme is available with a 12-month/24-month option for professional experience (depending on mode of study selected – full or part time), allowing you to gain knowledge and skills in the UK to evidence your capabilities (minimum of 9 months professional experience activity required).

YSJU London offers support to those seeking professional experience through tailored services provided by our London Placement Team, such as career appointments, employer visits, career fairs in London and York and access to exclusive jobsites. While there is no guarantee you will secure a placement, as this decision sits entirely with employers, we can guarantee you will have access to professional experience through our Venture Creation Lab (VCL). VCL is our industry led programme, with two pathways for entrepreneurship or leadership development. The VCL gives you the chance to design and develop a technology business. The experience takes place over two semesters (6 months facilitated, 3 months practice; 9 months activity total) and is built around our DisrupTeK online course.

Learning, Teaching and Assessment

The learning, teaching and assessment philosophy is based on the principles of learner-driven pedagogy, integrative curriculum design, and sustainable assessment, to develop the innovative professional and reflective practitioner. The programme is focused on developing an array of desirable graduate attributes, through inclusive and equitable teaching and assessment practices, that prioritise your experience and leaders of tomorrow. As a result, there are several tenets that underpin the programme's design including:

- The use of active learning approaches, which are practical, authentic, and experiential in nature
- Develop levels of responsibility, accountability, and autonomy over time
- Focusing on holistic competence, as well as programme content
- Encouraging reflection as an aid to learning

The programme recognises that you are likely to bring significant experience and knowledge, that can be shared, and subsequently shape the learning environment. Therefore, the programme's pedagogy is divergent, rooted in project-based and inquiry-led learning. You may not have engaged in conventional education for some time or may never have formally studied entrepreneurship and innovation at undergraduate level. Thus, support with study skills, conventions of academic analysis and scholarly writing will be available throughout the duration of the programme.

All modules are designed and delivered utilising a range of teaching, learning and assessment techniques, including (online/video) lectures, workshops, seminars, debates, discussion forums and tutorials. By utilising a range of assessment practices, the programme will ensure an inclusive and individualised experience, through mechanisms such as portfolios, presentations, vivas, and project-based research. Each Module Tutor will provide formative assessment opportunities and feedback/forward, to inform your work prior to submission. You will benefit from a variety of feedback modes (as appropriate to the method of assessment), encompassing verbal/audio, written/rubric, live/in-person and via individual and/or group coaching techniques. Feedback received will detail how you can develop areas of research, subject knowledge, and professional practice.

Progression and graduation requirements

The University's [general regulations for](#) postgraduate awards apply to this programme. Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Late result modules

The University's general regulations for postgraduate awards apply to this programme. Any modules that must be passed for progression or award are indicated in the programme structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: September 2022

Programme originally approved: