

Master of Innovation and Entrepreneurship

The Master of Innovation and Entrepreneurship offers a unique approach with an in-depth and rigorous learning experience. It has enabling theory-based practice, through judicious adoption of industry collaborations and partnerships to engages students and create lasting impact. Students will be in constant contact with key entrepreneurs, incubators and accelerators as mentors outside the class combined with workshops, guest speakers (i.e. industry experts, experienced entrepreneurs, investors, paid professional advisors) led by the instructor inside the classroom and real innovation projects being launched. Alongside a foundation in the specialized knowledge and skills related to Innovation and Entrepreneurship, students will also have opportunities to understand the real challenges facing managers and organizations in operating in the global marketplace and apply what they have learned in practice. The program is organized around three key themes:

Common Business Subjects

Accounting and Financial Management

This subject is a foundation subject and is intended for those who need to obtain some introductory understanding of the principles of accounting and financial management. No previous knowledge or experience is assumed. The subject will introduce you to the role that effective financial management makes within an organisation. The aim is to increase your proficiency in the use of the accounting data that you receive in your work environment, as well as making you aware of the basis on which key financial decisions are made. You will be introduced to the basic concepts of financial decision-making and the role of financial management in organisations. The concepts and techniques introduced are intended to assist you in the use and interpretation of accounting data and allow you to become better acquainted with the planning and controlling of resources you have at your disposal.

Operations Management

The subject highlights the growing importance of operations management to all types of businesses/industries. Operations management is the science and art of ensuring that goods and services are created and delivered to customers' expectations in full and on time. Additionally, it provides early insights into the content of the Master of Science reviewing areas such as Supply Chain Management, Quality Management and Project Management. This subject enhances students' fundamental knowledge and learning skills required to engage within Postgraduate learning successfully. The subject also develops students' reflective skills and ability to analyse, consolidate and synthesise complex information in problem solving and decision making.

Organisational Behaviour and Management

This subject provides a comprehensive overview of management process and organisational behaviour for students to understand the foundations of management theory and the nature of

human behaviour operating within organisations. The subject covers the history and contemporary analysis of management theory and concepts relating to: individual, group and organisational processes within business contexts. This subject enhances student's fundamental knowledge and learning skills in problem solving and decision making required to successfully engage with and complete further subjects within their postgraduate management degree. This subject also develops students' communication and teamwork skills and application of knowledge to analyse, consolidate and synthesise complex information.

Principles of Marketing Management

The subject examines the concepts underpinning the marketing process and theories relevant to the study and practice of modern marketing science. Key concepts covered include the creation and delivery of customer value, customer retention and return on marketing investment, marketing's role in an organisation as defined by the overall strategic plan, and its integration with other functional disciplines within the organisation, elements of marketing plan, competitor analysis and strategies, marketing environment, marketing research, consumer and business buying behaviour, strategic nature of segmenting markets, targeting, and positioning brands, marketing mix decisions, and marketing ethics and social responsibility. The subject provides a foundation for the development of effective market-oriented managerial thinking, communication and team-work skills.

Specialisation Subjects

Financial Skills for Entrepreneurs

In this subject student will learn to evaluate innovation and entrepreneurship opportunities from a financial perspective, understand how to raise capital, assess risks and rewards relating to opportunities, and establish and appropriate financial basis for start-up companies.

Insights into Innovation and Entrepreneurship

This subject provides students with detailed knowledge of the complexities of initiating, developing, managing and exploiting innovation and entrepreneurship opportunities within the commercial constraints of contemporary business.

Business Innovation Plan

This subject enables students to explore the potential exploitation of their own business idea. Students evaluate opportunities from a range of perspectives including; financial, technical and legal. They conduct market research on their opportunity, develop a plan for exploitation and have the opportunity to present their proposal to a panel of experts who provide feedback on the commercial feasibility of the chosen project.

Contemporary Leadership Skills for Entrepreneurs

In this subject students will explore skills for effective team leadership, how to create a culture conducive to innovation, embed innovation within the strategic direction of the organisation and develop a systematic approach to leading innovation.

Developing and Marketing New Products and Services

For many companies over 40% of current sales revenue is generated by new products or services that have been introduced within the last three years. This subject is designed to provide students with a thorough understanding of the processes associated with the development and marketing of a new product in today's complex environment. The focus for this course is the role marketing plays in a systematic and multi-functional, approach to the process of 'new product development' (NPD). A key aspect of this course is that students will be treated as members of top management, the ultimate decision makers and will be expected to show a thorough understanding of all the factors affecting new product strategy development, implementation, management and review. In particular, the increasing call for ethical and sustainable new products and services will be a focus of the course. The topics to be covered are: new product strategy, idea generation, opportunity identification, concept evaluation, concept testing, market testing and strategic launch planning.

Capstone Project | (12CP)

Business Research Capstone

Students will conduct a project related to an organisational context in order to develop their research skills. Students will communicate their findings orally and in writing. Projects will be allocated by the Subject Coordinator. Variations may be approved by the Program Director, provided the subject and course learning outcomes are achieved.

In addition, you will choose any one electives from the approved list below:

Strategic Management

This subject introduces students to theories, concepts and practical issues associated with strategic management. Topics examined include strategy formulation, choice and implementation; strategy, structure and the organisational context; industry analysis; strategy and competitive advantage.

Management of Change

subject analyses how managers can conceptualise and lead the process of organisational change. Issues under discussion will be: organisational change theories and models; forces for change; resistance to change; coping with change; recognising, diagnosing, planning and implementing change; organisational development; contingency approaches to change; and aspects of cultural change management.

Contemporary Issues in International Business

This subject provides comprehensive analysis and exploration of probable consequences of contemporary issues in international business environments. Rapid changes in global environments may have a potentially significant impact on international business and the associated home and/or host nations. This subject will explore options for organisations which need to decide how to adjust, reshape and/or reconstruct their strategic directions and their organisation and management structures in order to meet these rapidly evolving complex challenges.

Digital Marketing

This subject examines the fundamentals of digital marketing in order to provide a solid foundation on digital marketing strategy, implementation and execution. This grounding provides a detailed understanding of all digital channels and platforms to key applications in marketing such as research, adding value in the areas of product, distribution, pricing and promotion. A key focus is the link between delivering positive user experiences and developing customer relationships over time.

Supply Chain Management

Increasing marketplace competitiveness driven by higher productivity levels, product variety proliferation, oversupply, demanding customers and globalisation has ushered in the era of shape-up or get run over. End-to-end Supply Chain Management holds the promise of effective response to such a business environment, but only if it is understood and actually applied. This subject therefore places particular emphasis on the interfaces between the 'chain' or 'network' of enterprises engaged in moving products, services, and information, from suppliers through intermediaries to end users/consumers. The early part of the subject focuses on understanding the concepts and principles of supply chain management. Specific supply chain management topics are then reviewed giving emphasis on topics such as customer fulfilment strategies, process thinking, physical flow management, global supply chain design, cost management, alliances and outsourcing and critical supply chain measures. Channel relationships between suppliers, manufacturers, and distributors is also reviewed, particularly as leading organisations are now openly embracing more collaborative behaviour for mutual benefit. Transformational change in supply chains is studied from two perspectives, i.e., re-alignment inside the supply chain itself; and advanced forms of 'outsourcing'. Finally, people management and the building of employee capabilities are considered as well as future supply chain innovation requirements.

Quality in Management

This subject addresses the quality issues from the supply chain perspective. It covers the following topics: the quality imperative for the open economy; concepts of quality; quality in service and manufacturing organisations; quality control and assurance; quality costs; tools of TQM; quality function deployment; six sigma implementation; principles of Taguchi methods and robust quality; international quality assurance standards; HRM in quality; case studies in quality management.

Entrepreneurial Finance

This subject deals with the financial management tools and techniques appropriate for small and medium-sized business enterprises. It includes the study of potential investors and their mindset at various stages in the firm's life cycle, thus covering sources, uses and management of funds from pre-purchase to public listing. A case study approach is employed. Issues addressed include valuation, performance measurement, obtaining and organising finance, financial planning, and cost of financial capital and exit strategies.

Retail Marketing Management

This subject will include a background to retailing, the scope of retailing, retailing strategies, merchandise and store management. Particular emphasis will be placed on case analysis in order to bring as much of the real world as possible into the classroom.