Courses – September 2016 entry
MSc Innovation Management and Entrepreneurship

Course structure:
All taught course units are 15 credits

Semester 1

- **Financial Appraisal and Investment Economics**
  Hugh Cameron
  This course is taught by means of a series of lectures and an intensive period of group work. You will work together with other students to explore the uses and limitations of investment appraisal techniques. The appraisal case study selected will display feature characteristic of large scale technology projects such as prolonged time scale, uncertain outcomes and long lead times to completion and commissioning.

- **High Technology Entrepreneurship**
  Jonatan Pinkse
  The objectives of this course are to give you a strong grounding in theories relevant to entrepreneurial behaviour in the context of technology ventures and to stimulate you to think and behave like an entrepreneur. First, the course covers fundamental issues such as the influence of risk and uncertainty, the role of technology in entrepreneurship, opportunity recognition, business model creation, and the development of an operational and financial foundation of a technology venture. Second, the course provides you with actionable knowledge by familiarising you with the areas of entrepreneurial expertise necessary in order to found and/or grow a technology venture.

- **Innovation and the Knowledge Economy**
  Andy McKeekin
  The purpose of this course unit is to introduce you to a range of foundational concepts in understanding the knowledge economy. It will explore the characteristics of knowledge, the processes and institutions that generate progress in knowledge, and the spread of innovations throughout society. The course tackles key approaches and theoretical perspectives from the sociology and history of science, technology and innovation to build a view of how economies are transformed through successive gales of creative destruction.

- **Innovation Management**
  Bruce Tether
  The unit is an introduction to the nature of innovation within firms, their motives for innovation, and how innovation is managed. It covers fundamental issues such as the organisation of innovation and R&D within the firm, managing creative people, how and why firms collaborate with other firms in networks and strategies to protect their own position. The role of standards and the impact of disruptive technologies are also discussed.

Semester 2

- **Research Methods**
  Frank Boons
  The course aims to provide the foundations of practical research training in management research and to promote understanding of the main epistemological issues and debates relating to research in management. The unit focuses on acquainting you individually and in workshop groups, with a variety of research methodologies used in social sciences (and their specific applications in innovation management and entrepreneurship studies).
and the basis for and epistemological implications of the choice of a particular quantitative and/or qualitative method in social research. The course may also feature guest lectures from method specialists and links to relevant video materials. More specifically, the unit aims to: prepare you to design your dissertation and to have the tools needed for its execution; and teach you to critically assess research proposals presented.

In addition to studying Research Methods in the second semester, we encourage you to make the most of our knowledge and real world experience in your choice of three optional course units and dissertation project, allowing you to develop an in-depth knowledge and understanding of a particular aspect of innovation.

Choose three optional course units (subject to demand) from:

- **Business Creation and Development**  
  **Martin Henery**  
  The main aim of this course is to provide you with real experience of the processes and activities involved in setting up and developing a new venture. The course covers key topics relating to business planning, finance and implementation, such as Strategic Analysis and Development, Business Plans and Planning, Entrepreneurial Finance and Financial Statements, Funding and resourcing a developing business, Business models Scenario development and evaluation, Developing Hypotheses and Assumption Testing, and Risk identification and management

- **Case Studies in Technology Strategy and Innovation**  
  **Andrew James**  
  This elective focuses on the management dilemmas posed by technological innovation and the tools and techniques that can be used to tackle those dilemmas. The elective considers how, by successfully harnessing innovation, businesses can open-up new markets and develop new ways to serve existing customers. The elective also considers how the rapid pace of technological change can threaten established businesses and undermine existing business models, how new entrant to markets can leverage these opportunities to establish themselves in an industry - and how established businesses can respond.

- **Developing Enterprising Individuals**  
  **Jonathan Styles**  
  This module takes a broad look at entrepreneurs and enterprising individuals and the role they play in creating value in many different areas of society whether in business, science and the ‘not-for-profit’ sector. It explores the competencies, behaviours and traits that characterise such individuals and helps you to develop your own ‘enterprising capabilities’ inspiring and motivating you to actively seek out and create opportunities that not only have the potential to positively impact on your lives, whether personal or professional, but also the lives of others.

- **Innovation and Market Strategy**  
  **Hugh Cameron**  
  This course unit develops an understanding of how innovations shape markets and how market structure and rivalry influence innovative behaviour. It also provides an introduction to some of the key strategic questions firms must consider when planning a strategy for innovation and new product development. The importance and validity of product life cycles are discussed in detail. The impact of technical change on the evolution of industries is considered in depth.

- **International Competitiveness, Business Strategy and Innovation Management**  
  **Marcela Miozzo**  
  This course examines the relation between business strategy technological and organisational innovation, and international competitiveness. It examines the factors that have allowed firms in some industries in some locations to gain and retain supremacy
through the identification of opportunities, creation of capabilities and the development of 
new technologies and forms of organisation.

- **Regional, National and Global Dimensions of Science, Technology and Innovation**
  Elvira Uyarra
  
The course unit aims to outline the challenges for regional, national and global 
development that emerge from an increasing pace of science, technology and innovation 
activities. It explores the conceptual and practical links between innovation and regional 
economic development and their implications for the design and implementation of 
appropriate policies across all levels, with special emphasis on European innovation 
policies and strategies.

By agreement, an optional unit from other Masters courses can be taken.

All optional units are subject to demand and timetabling constraints.

**Summer research period**

**Research dissertation (60 credits)**

The dissertation gives you the opportunity to apply what you have learned in the taught part of 
the course. It normally consists of a literature review followed by a piece of empirical work, 
involving either qualitative or quantitative research.

Dissertation topics reflect the diverse interests and expertise of our research-active 
academics.

Examples of topics covered include:

- Exploring the role of Corporate Social Responsibility driven eco-innovation for firm 
sustainability
- Opportunities and challenges from open innovation between UK universities and the 
pharmaceutical industry
- Dynamic capabilities and deploying big data for the development of the Chilean retail 
sector
- Innovation patterns in after-sales for the commercial vehicles sector in India
- Online innovative strategies to improve competitiveness and customer relationships in 
China
- Studying user involvement in medical device innovation processes in the UK

Usually there are opportunities to work collaboratively with a company or within ongoing 
research projects at the Manchester Institute of Innovation Research.

You develop high levels of analytical and critical skills values, and have the opportunity to 
develop specific skills such as roadmapping, investment analysis and analysis of business 
strategy. There is a strong emphasis on research training, development of personal 
communication skills, team-working and presentation which gives you an excellent basis to 
pursue a variety of careers across all sectors, academic research or teaching.

If you have any queries about a course, please contact the admissions office, by telephone on 
+ 44 (0)161 306 1339 or by email to pg@mbs.ac.uk

*Note: this document is prepared in advance of the academic year to which it relates, and 
some modules and tutors may change before the course begins in September 2016.*