



PROGRAMME SPECIFICATION

KEY FACTS

| | |
|--------------------------|--------------------------------|
| Course name | MSc in Entrepreneurship |
| Award | MSc |
| Exit Awards | PG Dip |
| Exit Awards | PG Cert |
| School | Bayes Business School |
| Department or equivalent | Specialist Masters Programme |
| Course code | PSEINTR |
| Type of study | Full Time |
| Total UK credits | 180 |
| Total ECTS | 90 |
| Mode of learning | In person |
| Partnership | UNIST |

COURSE SUMMARY

The Bayes 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 help you become entrepreneurial leaders who are able to develop innovative and prosperous new ventures, appreciate the demands of multiple stakeholders, and foster sustainable business solutions in corporate as well as start-up environments. The curriculum is designed to give you comprehensive insight into the skills and knowledge needed to achieve that aim.

Term 1 focuses on testing the feasibility of entrepreneurial ideas. It will kick off with *New Venture Creation*. This is a four-day intensive module where you and your fellow students will come together, form teams, and develop and pitch innovative new product ideas. In *Product Innovation Management* and *Marketing Fundamentals and Sales for Venture Success*, you will learn how to build prototypes and do market research to ensure that your ideas are customer-centered and market-relevant. *Operational Feasibility: Creating a Supply Chain and Managing Finances* will teach you how to check whether entrepreneurial ideas are viable from a logistical and financial point of view.

Term 1 is also the start of *Entrepreneurship Mentoring*, for which you will be paired

with and supported by one of the Bayes Mentors in Residence – seasoned entrepreneurs who will support your professional development throughout the academic year - and *The Entrepreneurial Advisor: Problem Solving for Early-stage Companies*, in which you will obtain the analytical skills needed to conduct research on entrepreneurial opportunities.

In **Term 2**, the focus will shift from testing the feasibility of early-stage entrepreneurial ideas to developing nascent entrepreneurial ventures into more established companies. *High Growth Entrepreneurship* will introduce you to the challenges associated with growing and scaling new ventures. *New Venture Funding: From Seed Round to Exit* explains how to obtain the investments required to scale and grow, while *People and Culture: Creating a Healthy Workplace* delves into the human dimension of venture growth. Throughout the process of growing a new venture, it is critical not to lose sight of its purpose and impact on the wider world – *Purpose-driven Entrepreneurship* will provide you with insight into that.

The two modules that run throughout the year (*Entrepreneurship Mentoring* and *The Entrepreneurial Advisor: Problem Solving for Early-stage Companies*) culminate in **Term 3**. You will reflect on the lessons learned in the first and second term and make a career action plan for *Entrepreneurship Mentoring*. *The Entrepreneurial Advisor* is a consulting project, for which you will use the knowledge and skills you gained during the year to help a real-life startup team address an issue they are facing. In addition to completing these two modules, you will either take three electives or write a Business Research Project / Business Plan in Term 3.

Aims

In addition to the aims and objectives of the Bayes 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 St George's, 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:

1. 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;
2. equip you with the analytical skills required to solve problems and deal with complex issues when creating and growing your new venture;
3. equip you with key “soft” skills, such as persuading people and organizations, creativity, persistence, working in teams, communication skills, leadership and initiative;
4. develop your critical thinking and reflective skills (ability to appraise and evaluate

your own strategic plans and decisions);

5. encourage you to become not only an excellent entrepreneur, but also a responsible leader and key driver of the change you desire to see in the world.

Registration Period

It is expected that you will complete this degree within 12 months. The maximum period of registration for the degree is three years full time.

WHAT WILL I BE EXPECTED TO ACHIEVE?

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

Knowledge

- 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 synthesise academic research, and apply various analytical tools, to make informed and objective decisions in a wide range of situations when creating and growing a new business venture.
- Articulate the limitations as well as the intended and unintended societal, economic, and environmental impacts of entrepreneurial activity (including on producers, suppliers, employees, customers and other stakeholders).

Skills

- Examine and evaluate the potential of business ideas in order to construct them into viable business opportunities.
- Think critically and creatively: organise thoughts, analyse, synthesise, critically appraise, and 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.
- 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.
- Identify risks of failure and learn to switch plans rather than escalating the failure.

- Select an entrepreneurial path that resonates with your personal values and interests despite current trends. Gain awareness of the mix of motivations driving the professional activities of yourself and those around you

Values and attitudes

- 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.
- Gain professional insight into your chosen industry and career.
- Gain awareness of new opportunities and directions.
- Gain awareness of your transferrable skills and those you need to develop

Graduate Attributes

The graduate attributes you can demonstrate on completion of your programme are key to your future employment. It is therefore central to every programme that there will be opportunities in the learning, teaching and assessment activities for you to engage with these on all modules. Further detail of this will be provided for you by your module leader. The graduate attributes are:

- Always learning
- Engaged in the world
- Technical and digital
- Connected Professional
- Creating Impact

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 Bayes 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 London entrepreneurial ecosystem 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 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.

Throughout your degree, you will integrate your learning across a range of professional skills, delivered in a highly targeted and applied format. These skills are aimed at helping you develop your aspirations, plan your approach to your job search and help you create a strong base from which to manage your career long term. You will also be able to use the skills you learn to support your wider study, substantiate your arguments and make informed assessments about the material you are covering.

An indicative number of learning and teaching hours (normally around 10, both contact and non-contact) are required for each credit awarded. The precise weighting of different types of learning and teaching 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 **indicative** amount of time you should spend studying independently, including subject research, reading, working in groups and completing assignments and other homework. Whilst these are non-contact hours we will have designed some activities that you should engage in during that time, and we will also spend time responding to questions and providing feedback on some of these activities and draft assessments.

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

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. Group work is the most appropriate way of assessing entrepreneurial knowledge, skills and abilities. Academic studies and industry feedback reinforce the importance of teams and team working in new ventures. Less than 10% of venture capital backed start-ups have one founder – the rest are all founded by teams. The programme aims to help students convert an idea into a viable business opportunity by learning to develop the different sections of a business plan, practice how to pitch to and raise funds from angel investors or venture capitalists. If they want venture backing, it is important to find cofounders. Nevertheless, and in line

with assessment criteria, this programme aims to also assess individual contribution in the group in the majority of the modules (e.g. individual presentations, individual class participation and exams).

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 to 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. Programme handbooks and module specifications will also inform you of the assessment structure for each module, and provide **an indication** of the length of each assessment.

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 and policy](#).

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:

1. 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.

2. Compensation:

Compensation can only be awarded by the Final Assessment Board and must be applied within the following limits and conditions:

Where you fail up to a total of 30 credits (15 for a postgraduate certificate), you may be eligible for compensation if:

- Compensation is permitted for the module involved (see the “What will I Study” section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
- A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
- An aggregate mark of 50% has been achieved overall.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original mark shall be used for the purpose of your award calculation.

If, at the point where you have results for all taught modules:

- You have no more than 30 credits outstanding (15 for a PG Certificate), and
- The grade for this module(s) is 40% or above, and
- Your overall degree average is at least 50%, and
- If the module(s) is eligible for compensation.

Then you will **not** be required to undertake the re-sit for that module, as this will be eligible for compensation.

Please note:

- **If you fail more than 30 credits (excluding project modules), then you must retake all outstanding assessments with no exceptions.**

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 St George's, please see the full version of the [Assessment Regulations](#)

WHAT AWARD CAN I GET?

Master's Degree:

Following successful completion of the MSc in Entrepreneurship, you will have the ability to assess and evaluate all aspects of Entrepreneurship and apply your learning in the appropriate context. You will also have demonstrated the capacity to undertake business research from an analytical perspective.

| | HE Level | Credits | Weighting (%) |
|--------|-----------------|----------------|----------------------|
| Taught | 7 | 180 | 100% |

| Class | % required |
|------------------------|-------------------|
| With Distinction | 70 |
| With Merit | 65 |
| Without Classification | 50 |

Postgraduate Diploma:

Following the award of a Postgraduate Diploma in Entrepreneurship in addition to the below, you will gain a more advanced knowledge and in-depth understanding of this subject area, from a variety of different perspectives and in order for you to broaden your expertise and skills. You will have developed a sophisticated appreciation of current theories and practice in Entrepreneurship together with the ability to evaluate a range of different approaches to them.

You must achieve 120 credits with a minimum mark of 50%.

| | HE Level | Credits | Weighting (%) |
|--------|----------|---------|---------------|
| Taught | 7 | 120 | 100 |

| Class | % required |
|------------------------|------------|
| With Distinction | 70 |
| With Merit | 65 |
| Without Classification | 50 |

Postgraduate Certificate:

Following the award of a Postgraduate Certificate in Entrepreneurship you will be able to examine the theories related to all aspects of Entrepreneurship and apply your learning in the appropriate context. You will possess the skills and knowledge required to develop an entrepreneurial career and will have mastered essential skills and knowledge and also developed an appreciation of what it takes to engage with Entrepreneurship in context. The assessments you undertake to achieve this qualification will focus on the skills, knowledge and attributes that you will need to facilitate your career development and will support you in developing your practical abilities. The postgraduate certificate will enable you to gain confidence in your skills and your future role.

You must achieve 60 credits with a minimum mark of 50%.

| | HE Level | Credits | Weighting (%) |
|--------|----------|---------|---------------|
| Taught | 7 | 60 | 100 |

| Class | % required |
|------------------------|------------|
| With Distinction | 70 |
| With Merit | 65 |
| Without Classification | 50 |

WHAT WILL I STUDY?

Term 1: Four compulsory modules worth 15 credits each, for a total of 60 credits.

Term 2: Four compulsory modules worth 15 credits each, for a total of 60 credits.

Term 3: Two compulsory modules worth 15 credits each, plus either three electives (10 credits each) or a Business Research Project / Business Plan (30 credits), for a total of 60 credits.

In addition to the above, you will complete a number of induction workshops at the beginning of the year. In previous years, these focused on areas such as team building and professional development. Furthermore, you will undertake a number of professional and career development workshops and have the opportunity to participate in a wide range of entrepreneurship-related, extracurricular activities organised by Bayes, City St George's, or a partner organisation.

| Module Title | SITS Code | Module Credits | Compulsory / Elective | Compensation Yes/No | Level |
|--|-----------|----------------|-----------------------|---------------------|-------|
| Term one | | | | | |
| New Venture Creation | SMM334 | 15 | Co | Y | 7 |
| Product Innovation Management | BBM115 | 15 | Co | Y | 7 |
| Marketing Fundamentals and sales | BBM114 | 15 | Co | Y | 7 |
| Operational Feasibility: Creating a Supply Chain and Managing Finances | BBM116 | 15 | Co | Y | 7 |
| Term two | | | | | |
| High Growth Entrepreneurship | BBM025 | 15 | Co | Y | 7 |
| Purpose Driven Entrepreneurship | BBM117 | 15 | Co | Y | 7 |
| People and Culture: Creating a Healthy Workplace | BBM118 | 15 | Co | Y | 7 |
| New Venture Funding: From Seed Round to Exit | BBM119 | 15 | Co | Y | 7 |
| Term three | | | | | |
| The Entrepreneurial Advisor: Problem Solving for Early-stage Companies | SMM376 | 15 | Co | Y | 7 |
| Entrepreneurship Mentoring | BBM024 | 15 | Co | Y | 7 |
| Option 1 | | | | | |
| Business Research project/Business Plan | SMM319 | 30 | E | N | 7 |
| Option 2: three electives | | | | | |
| Ethics, Society and the Financial Sector | SMM500 | 10 | E | Y | 7 |
| Corporate Entrepreneurship | SMM296 | 10 | E | Y | 7 |
| Family Business | SMM400 | 10 | E | Y | 7 |
| Startups: International Field Trip | SMM137 | 10 | E | Y | 7 |

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|---|--------|----|---|---|---|
| Storytelling for Business | SMM143 | 10 | E | Y | 7 |
| FinTech – Financial Services in the Digital Age | SMM392 | 10 | E | Y | 7 |
| Project Management | SMM538 | 10 | E | Y | 7 |
| The Art and Science of Persuasion in Entrepreneurship | BBM027 | 10 | E | Y | 7 |
| International Entrepreneurship Bootcamp | BBM023 | 10 | E | Y | 7 |
| Coaching Skills for Transformation | BBM018 | 10 | E | Y | 7 |

During term three you will be able to choose from a range of electives to personalise your experience. The above list of electives is an indication of the range of modules that can be on offer and is subject to change due to circumstances such as: enhancing or updating the quality and content of educational provision; responding to student feedback; academic staffing changes; the number of students in each programme; a lack of student demand for certain modules; or factors beyond the institution's reasonable control, such as meeting the latest requirements of a commissioning or accrediting body. For these reasons, not all the electives listed will be offered every year. New (additional or replacement) modules may also be added for these reasons.

There may also be pre-requisites for joining a module, and space and timetable availability restrictions may also apply.

The list of electives offered in a given year will be confirmed by February 1st.

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 Bayes, please go to: [Careers services | Bayes Business School](#)

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 Bayes MSc degree you will need a good Bachelor's 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 at in English to take an IELTS exam. The IELTS requirement is 6.5 with a minimum of 6.0 in any section.

In addition, applicants will have to provide a personal statement, explaining why they chose to apply for the MSc Entrepreneurship at Bayes and elaborating on their prior entrepreneurial experience. Some applicants may be invited to submit an online video pitch for an entrepreneurial initiative they hope to be involved in after graduation.

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Information is provided subject to Terms and Conditions for study at City St George's, University of London.