Programme Specification

UNIVERSITY OF WESTMINSTER

Course record information

Name and level of final award	• Master of Science - Entrepreneurship, Innovation and Enterprise Development The award is Bologna FQ-EHEA second cycle degree or diploma compatible
Name and level of intermediate awards	• Postgraduate Diploma (Pg Dip) - Entrepreneurship, Innovation and Enterprise Development • Postgraduate Certificate (Pg Cert) - Entrepreneurship, Innovation and Enterprise Development
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	[Business and Management (Master's)](#)
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	• MSc Entrepreneurship, Innovation and Enterprise Development, Full-time, September or January start - 1 year standard length
Valid for cohorts	From 2025/6

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: https://www.westminster.ac.uk/courses/postgraduate/how-to-apply.

Aims of the programme

The primary aim of the MSc in Entrepreneurship, Innovation and Enterprise Development is to facilitate participants to develop and test their entrepreneurial mind-set, whether they decide in the future to start their own business or to be an enterprising employee within an organisation. Furthermore, we help facilitate graduates to develop the skills that enable the creation of new ventures as well as innovative product or services capable of attracting investments, and who are ready to be part of entrepreneurial communities in the UK and globally.

The programme is highly practice-led and this reflects in the variety of practical activities that provide a well-rounded, fully experiential training through classes, business challenges, fieldwork, engagement of experts from the industry, project-based assessments. This is the ultimate experience for students to develop their own business project with the full support of expert supervisors, coaches, mentors with experience in the industry, and entrepreneurs pulled from our extensive business networks. Engagement with local communities strengthen our links with local businesses fostering connections with diverse and dynamic societies.

Due to the particular structure of the programme, this MSc is mostly suitable for those students who may simply wish to explore entrepreneurship as a subject and practice, without the need to have previous knowledge or experience in entrepreneurship. All our modules are designed in such a way that can be taken by any student with a variety of backgrounds and experiences and levels of knowledge in an array of subjects. All the modules in the course have no prerequisites for accessibility. Everyone with motivation to learn (and have fun!) is welcome!

We are developing students for entrepreneurial and intrapreneurial outcomes enuring they are equipped with transferable, employability skills and mindset.

We provide aspiring entrepreneurs and people who want to create value to their workplace by becoming enterprising individuals with the opportunity to gain a broad understanding of entrepreneurship and innovation theory and enterprise development, and put this into practice within a supportive, creative and challenging entrepreneurial environment.

How do our modules build your knowledge? The following table shows you how all modules are integrated to provide you with a full experience and know-how to develop yourself into an enterprising individual.

At different stages of development you learn to produce the following tangible output.

Semester 1 begins with opportunity identification, idea generation, market analysis and building effective teams.

Semester 2 follows with competitor auditing, business model creation and validation, value creation through real action and business concept validation

Semester 3 completes your journey with an individual Entrepreneurial Project.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses

- Opportunities for part-time work, placements and work-related learning activities are widely available to students

- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision

- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Employment prospects

The capabilities and experience you will develop during the course will enable you to (or put you in a position to)

- Start your own business; or

- Become enterprising employees within an organisation;

- Access small business consulting.

You will gain this experience by engaging closely with the diverse and thriving communities in London through engagement with incubators and accelerators. You will have access to team coaches and mentors from the industry. You will have access to our extensive network of entrepreneurs, featuring current and past students, successful university alumni, entrepreneurs operating in our partners' extensive networks, such as the WEN (Westminster Enterprise Network at The University of Westminster).

Students may also apply for the Westminster Employability Award at Postgraduate level. This is an employability achievement award, providing students with a guided pathway, supported through Engage, which helps them to gain relevant experience and key skills, and identify and evidence them for employers.

We also engage a network of accelerators, as well as investors' network, whose members constantly engage with our business activities, such as charitable events and fund-raising strategies along with exploring social enterprises, Communitiy Interest Ccompanies, Not-For-Profit and others.

Although all our activities are highly experiential, we also provide a sound grounding in current entrepreneurship theory. We are a teaching team who has both entrepreneurial and industry experience as well as being research active academics who publish internationally recognised scientific work in their fields of research.

Academic progression and professional status

Upon completion of the programme students should have the necessary knowledge and understanding of entrepreneurship and innovation to:

- Pursue further technical knowledge through the access to professional programmes, e.g. affiliate professional membership activities and internships, offered by external professional bodies, e.g. CIM (Chartered Institute of Marketing), the CMI (Chartered Management Institute;

- Pursue professional certificates through accreditation by professional bodies;

- Progress academically towards an MPhil, DBA or PhD in the areas of entrepreneurship and innovation management.

Programme framework for the development of entrepreneurial skills set

The capabilities and experience developed during the course are identified in the following three areas of learning.

- Cognitive development

- Knowledge implementation

- Skills / competence development

These areas lead to the development of entrepreneurial mindset (building motivation and interest), enterprise awareness (knowing what it means to be an entrepreneur), effectiveness and overall entrepreneurial capabilities (sharpening skills through experience and continuous personal development) and taking action by implementation.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 001 Assess and propose sound decisions in the light of the challenges, opportunities and complexities surrounding entrepreneurial activity within the enterprise start-up and development process. (KU)
- 002 Work creatively, discovering, building and practicing an authentic entrepreneurial mindset leading towards entrepreneurial action, synthesising the interrelationships between enterprise creation and enterprise development in the marketplace. (KU)
- 003 Apply appropriate research skills to explore selected business cases analysing and interpreting data and information using systematic approaches to make effective decisions determining the viability of an idea. (KU PPP KTS CS)
- 004 Comprehensively develop and effectively present a professional business plan which is well-defined by convincing justification along with strong supporting research and sensible analysis. (KU PPP KTS SS CS)
- 005 Identify and take advantage of opportunities using creativity, innovation, critical design thinking and networking approaches. This will support the convincing construction for, and application of, developing ideas. (KU PPP KTS SS CS)
- 006 Appraise and determine the resource requirements of a venture in order to extrapolate and take strategic action given the circumstances of the chosen client and market arena. (KU PPP KTS SS)
- 007 Communicate effectively and persuasively with a variety of stakeholders (e.g. academic, business, mentors, potential backers, policy makers) in order to modify and formulate comprehensive business solutions. (KU PPP KTS SS CS)
- 008 Continually reflect by adapting, improving and validating your planning and proposals through critical reflection and self-evaluation, drawing on crucial and authentic feedback from peers, mentors and other stakeholders. (KTS SS CS)
- 009 Recognise and capitalise on the diverse and international backgrounds by both students and faculty by working with clients and customers representing EDI, BAME and local communities alike to solve real problems using course acquired knowledge. (PPP KTS SS CS)
- 010 Develop high performing working teams through use of applied coaching methods to acquire and practice employable individual and team skills. (KU PPP KTS SS CS)

How will you learn?

Learning methods

The programme uses an experiential learning design based on a range of activities aimed to develop the mindset and capabilities at the heart of the course (entrepreneurship, innovation and enterprise development). Assessments are both team and individual based to enhance collaborative and reflective understanding respectively.

	Teaching	Learning	Assessment
Semesters 1 & 2	Classes and Workshops. Computer assisted learning. Practical classes. Team coaching. Mentoring.	Individual learning. Team learning. Fieldwork. External visits. Individual Coaching.	Collection of artefacts. Pitching. Reports. Blogs and Wikis. Team reports. Reflections from Learning journals.
Semester 3	Mentoring.	Projects development.	Business challenges. Individual and Team assessments.

This programme develops critical business skills through different highly engaging activities ranging from business challenges with real businesses which provide students with an opportunity to tackle real-life problems, to external visits to start-ups, incubators and accelerators. ***London is our campus!***

The skills developed through individual and team work will enable students to widen their knowledge of entrepreneurial and innovation processes, including the trans-disciplinary nature of entrepreneurship, and critically approach the application of practical skills to business challenges offered throughout the programme across the modules and the entrepreneurial project. The entrepreneurial mindset include a particular approach to researching and assessing information and so research is integrated throughout the programme rather than through a dedicated module.

Learning and Teaching

Each student will agree and sign a Personal Learning Contract. This contract will outline the students' commitment to developing the skills listed in the course skills profile. Along with that, they will also agree to endeavour in the creation of their own strategic entrepreneurial career path leading to the start-up of their own firm, or to the exploration of alternative employment paths.

All students will have the opportunity to develop an entrepreneurial skills-set and demonstrate their abilities by committing to business projects for real customers, and by working in small project teams of three to four individuals. Learning is evidenced through the production of a portfolio of evidence including project reports, evidence of academic reading and feedback from peers, coaches and business challenge customers. This is achieved through combining a highly analytic academic core with practical applications derived from business challenges and collaboration with professional and industry experts.

Experiential learning is core to the course and it is built in a student-led 'entrepreneurial learning' approach, supported by strong research-led teaching. Teaching will be implemented through some business challenges within a taught-academic framework. Entrepreneurial learning involves students working on live projects and interact with entrepreneurs.

Although most of the programme modules are delivered in an innovative and more contemporary way, capitalising on live projects through business challenges, for those modules following the traditional delivering structure lectures and seminars are planned as it follows:

Workshops: In a workshops, an up-to-date theoretical concepts rooted in the most recent advancements in the field will be discussed. Some modules will involve guest speakers from the industry to share knowledge on relevant topics related to theory applications or to sit on the assessment panel for student presentations.

The module leader or the workshop leader will facilitate individual or group activity, conducting relevant exercises, discussions or tutorials. Case studies may be used in workshops and some modules may involve the running of workshops developing students' research or practical skills.

Additional learning tools, such as computer software and relevant simulations, may be used in teaching. For those modules involving learning specific computer software, for example SPSS, the lectures/workshops will be a hands-on with the class held in a computer lab or other relevant venue.

Coaching: There will be separate sessions for team coaching aimed to personal and team learning development.

Business challenges: These activities will be integral part of the learning experience provided to the students on this course. Business challenges are events, typically lasting several days or weeks, depending on the nature of the challenge and the availability of resources. These challenges – which are competitive in nature – involve a team of students solving collaboratively a business problem presented by a company.

Engagement with entrepreneurs: These type of activities may include, but without being limited to, mentorships by established entrepreneurs belonging to different sectors and industries, or visits to accelerators or incubators as well as other gatherings with practitioners.

EDI strategy for the course

The University of Westminster has always been a place for a diverse range of students where we take pride to teach and offer them a memorable experience during their time with us. To look forward into this continuation we embrace numerous communities (local and otherwise) to work closely with to engage in mindful entrepreneurial students collaborating with real-businesses and include diverse guest speakers (entrepreneurial and industry leaders) leading to wider access to networks and employability aspects. This reflects so much of what the core of the university itself where messages and voices of those communities can be heard through how we can collaborate mutually to achieve core outcomes from the course.

We embrace all challenges of ethical and sustainable practices and ensure fair representation of all. The students will each have equal learning capabilities through the use of technology and the development of skills inside and outside of the classroom.

We actively listen to our students to decolonise our curriculum offerings so all voices are heard. Through team coaching and individual personal tutoring we feel we can offer a difference in our students' learning journey and that they are supported appropriately regardless of capability or learning style. In order to support decolonisation of the curriculum we appreciate and include various materials and readings throughout the course. Society today drives us towards addressing inequalities. Wherever students are from we work closely with our disability and well-being teams.
We support our students with any educational needs such as English and academic skills through active and regular workshop participation.

At the University of Westminster we want our students to feel safe within their learning environment and peer to peer engagement.

Whilst our students to choose businesses within communities to collaborate with for numerous modules, we encourage them to consider those businesses with varied backgrounds as themselves and consider inclusivity and culture inclusions. Equally we can also support communities and hear their voices through guest talks or business challenge which are regularly offered as part of the teaching and learning curricula. With such as diverse and in many cases, international student body, students will get a feel of what it is like to contribute within societies inside and outside of the university in an impactful way which will carry with them after the course.

Teaching methods

The teaching on this course is mainly delivered in person through a variety of means from lectures and seminar / workshop activities as well as extracurricular activities such as fieldwork and guest speakers with the opportunity to visit businesses. Lectures will demonstrate the application of theories, concepts and practices of entrepreneurship giving real-life contexts. The seminars / workshops give the chance to explore the knowledge through peer discussion, debates, application and evaluation as well as pitching through activities. Interdisciplinary collaborative activities support peer to peer learning with either businesses or other higher educational institutions. Learning will be through individual and team learning during timetabled sessions. Formative feedback provides key learning milestones for students prior final submission of work and this can come from either the tutor or peers.

Team coaching sessions support students develop practical and coaching skills to help the team develop into high performing ones. Each team will be supported by a team coach and meet regularly for consistent learning and reflections together throughout semester 1 and 2.

Individual tutorials provide progress support for students on their individual entrepreneurial learning journey as well as personal and career support during the course.

Assessment methods

Assessment Strategy for the course

The assessment strategy for the course is to use assessment tasks to lead the practice development of the entrepreneurial mindset and range of task required to identify and refine a viable business opportunity. The tasks will be developed through the modules with regular discussion and feedback on progress through personal and team learning. The final project is a synoptic assessment drawing in the whole programme. The course uses rigorous criteria in assessing the learning outcomes, and a range of assessment formats to test knowledge and understanding, research strategies, intellectual abilities, problem-framing and solving, analytical and transferable skills in relation to each module aims and learning outcomes. Team work is one of the key features of this course. Team work is used to develop collective working skills that most organisation in the real world workplace require.

Students are expected to display mastery of complex and specialised subject knowledge and practical skills, employing advanced skills to conduct relevant research, or in-depth analysis for enterprising decision-making. Part of the assessment is based on the successful completion of the Entrepreneurial Project, which substitutes the dissertation of traditional Master programmes.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 002, 003, 004, 005, 006, 007, 008, 009, 010
Literate and effective communicator	002, 004, 005, 006, 007, 008, 009, 010
Entrepreneurial	001, 002, 003, 004, 005, 006, 007, 009
Global in outlook and engaged in communities	001, 002, 003, 004, 005, 006, 007, 009
Socially, ethically and environmentally aware	001, 002, 004, 005, 006, 007, 009

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

Module Code	Module Title	Status	UK credit	ECTS
7ENTP003W	Analytics for Business	Core	20	10
7ENTP004W	Creativity and Innovation Management	Core	20	10
7ENTP005W	Enterprise Development	Core	20	10
7ENTP006W	Entrepreneurial Marketing	Core	20	10
7ENTP001W	Entrepreneurial Mindset and Opportunities Creation	Core	20	10
7ENTP008W	Entrepreneurial Project	Core	40	20
7ENTP007W	Innovation and Digital strategies	Core	20	10
7ENTP002W	Innovation Through Design Thinking	Core	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

The Westminster Business School is accredited by the Chartered Institute of Marketing as an approved Study Centre.

The University of Westminster is an organisational member of the Institute of Small Business and Entrepreneurship (ISBE) and the Enterprise Educators UK with links to the Company of Entrepreneurs and the Westminster Enterprise Network.

Course management

Management and co-ordination of the MSc Entrepreneurship, Innovation and Enterprise Development programme is the responsibilities of the Course Leaders. At the module level, the academic, teaching and learning related management are the responsibilities of the module leaders. Other broad management issues that involve school-wide decisions, the responsibilities are the Head of School.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students1 can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at https://www.westminster.ac.uk/student-advice

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at https://www.westminster.ac.uk/students-union

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university. a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.

- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.