

## **Masters in Entrepreneurial Management**

### **Rationale for Program**

A pioneer in the field of work and study abroad programs, the Masters in Entrepreneurial Management integrates the study of entrepreneurial and international business with full-time professional training within global institutions. Graduates of the Masters in Entrepreneurial Management will be able to apply the knowledge and skills from a robust academic program to their practical experience in an international business setting. The Masters in Entrepreneurial Management builds skills and knowledge for both entrepreneurship and corporate entrepreneurship, and provides the students with practical leadership and entrepreneurial skills in a global business environment. Crucially, this involves experiential learning in the workplace and reflection on practice.

### **Structure of Program**

The program runs over 12 months parallel to the practical training with a host organization. It consists of seven compulsory courses: *Skills and Approaches for Work Based Learning, Managerial Accounting and Finance, Entrepreneurial Management, Practical Marketing Communication, Managing and Leading People, Designing Practitioner Research and Triple Negotiated Experiential Learning Module.*

A summary of each of these courses is set out below.

### **Core Courses**

#### **1. Course Title: Skills & Approaches for Work Based Learning**

This course provides an intellectual toolkit for work-based learners. It aims to ensure students possess the skills of planning and reflective practice applicable to experiential learning at work and to develop their understanding of the workplace as a site for learning and professional development more generally. The course will run the full length of the 12 month internship during which time students will develop a critical understanding of their workplace and its potential as a catalyst for learning. The course will be assessed through an experiential learning proposal and a critically reflective essay.

#### **2. Course Title: Managerial Accounting and Finance**

This course provides an opportunity for students to develop and apply financial knowledge required for the success of being a business leader. It aims to ensure that students possess the skills to develop and analyse appropriate financial data, create appropriate potential financial strategies and most importantly, utilize their expertise in financial data to evaluate and support their host organization's financial goals and objectives. This course is assessed using a smart stock simulation system to provide students with the opportunity to critically and reflectively analyse the financial background of companies whose stocks do progressively well.

#### **3. Course Title: Entrepreneurial Management**

This course provides learners with an opportunity to engage in entrepreneurial thinking in relation to new business ventures and to entrepreneurial projects within large corporations. The course content focuses on the role and importance of comprehensive business plans and in understanding the conventionalization, development and management of new ventures. The core material covers business planning, risk assessment and exit strategies. Students will learn how to choose the right people by selecting and building new venture teams. Business modelling is analysed and the capstone of the course is the creation of an entrepreneurial business plan.

#### **4. Course Title: Practical Marketing Communication**

This course provides learners with a comprehensive working knowledge of both established and contemporary practices in marketing. It will aid the student in understanding the customer perspective and in developing a marketing strategy based on that knowledge. Students will undertake a critical evaluation of the role of marketing in large private companies and some non-profit organizations. Attention will also be given to marketing where resources are constrained – SMEs and the self-employed. Modes of communication and the techniques of “guerrilla marketing” will be analysed. The core material for the course covers developments in contemporary and digital technology and the implications for marketing communication.

#### **5. Course Title: Managing and Leading People**

This course provides learners with the concepts and skills to build and manage work teams. It begins by establishing definitions of both management and leadership and provides a critical examination of the roles of a manager and a leader. The core of the course examines the relationship between effective management and leadership through current theories and modelling of both leadership and management styles of behaviour. Skills and capabilities required to manage and/or lead effectively are taught with an emphasis on Inter-personal relationships between managers and their staff. Key concepts include tasks versus people on the managerial/leadership grid and an examination of context in management and leadership and environmental factors. The course culminates in case studies involving techniques in managing and leading teams.

#### **6. Course Title: Designing Practitioner Research**

This course aims to help practitioners develop and enhance work based/related research and evidence-based working practices. Practitioners will clearly define a personal, group, professional and/or organizational area for development, and design a practitioner-research proposal which will provide the basis for further action. The design will consider issues of validity and ethics, as appropriate to the context and constraints of a single researcher (normally) situated and embedded within the workplace. The course will be assessed through a research action plan portfolio.

#### **7. Course Title: Triple Negotiated Experiential Learning**

This course is designed to enhance the student’s workplace practice and provides a framework for the approval and accreditation of experiential learning activities undertaken in the context of the workplace, such as practitioner enquiry. These may take the form of discrete, identifiable projects or may be specific areas of learning that involve engagement with a wide range of work activities. This course is assessed through a critical and reflective essay and requires students to produce a capstone portfolio consisting of 12,000 to 15,000 words.