



# MSc Entrepreneurial Strategies

Programme Specification



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## General Information

UCAS Code	Award	Programme Title	Expected Duration	Study Mode
N/A	MSc	MSc Entrepreneurial Strategies	1 year 1.5 years 2 years	Full-time Part-time 1 Part-time 2
		<b>Programme Code</b> UK-LIBF-MAES		
	<b>Exit Awards</b>	<ul style="list-style-type: none"> <li>• Postgraduate Diploma</li> <li>• Postgraduate Certificate</li> </ul>		

Credit Count	<b>180 FHEQ credits</b>
Awarding Institution	The London Institute of Banking & Finance
Teaching Institution	The London Institute of Banking & Finance
Delivery Modes	<ul style="list-style-type: none"> <li>• Face-to-face</li> <li>• On-campus</li> <li>• Online – Synchronous</li> <li>• Online – Asynchronous</li> </ul>

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# Programme Overview

## Programme Summary

In the complex field of modern business, there is an increasing need for enterprising individuals with the strategic skills needed to navigate the complexities of entrepreneurship and drive sustainable growth in dynamic business environments. The MSc Entrepreneurial Strategies programme equips you with the advanced knowledge and skills to thrive in your entrepreneurial ventures.

The programme's core modules cover a range of topics that provide an advanced understanding of entrepreneurial principles and methodologies, such as Innovation and Entrepreneurship, Design Thinking and Business Ethics and Corporate Governance. The programme also offers opportunities for specialisation through a range of elective modules, such as Business Plan Development and Product Development. These electives allow you to delve deeper into specific areas of interest and align the programme with your career goals. Practical projects and internship electives allow you to put your knowledge into practice, testing hypotheses and refining strategies in real-time.

Upon completion of the MSc Entrepreneurial Strategies programme, you will emerge as a versatile professional equipped to lead growth initiatives in startups, scale-ups or corporate environments. Whether launching your own venture or driving growth within existing organisations, you will be equipped to tackle the challenges of the business landscape and capitalise on emerging opportunities effectively.

## Programme Aims

The MSc Entrepreneurial Strategies programme aims to

- provide you with the advanced knowledge and skills to identify opportunities, develop innovative business models and conduct research to inform strategic decision-making in your entrepreneurial ventures;
- equip you with the necessary strategic skills to tackle the challenges of the business landscape and capitalise on emerging opportunities effectively;
- enhance your ability to make ethically sound decisions in your entrepreneurial pursuits;
- enable you to delve deeper into specific areas of interest and align the programme with your career goals; and

- develop your critical thinking, problem-solving and decision-making skills tailored to an entrepreneurial mindset.

## Employability & Graduate Outcomes

Graduates of this programme are likely to pursue careers in a number of areas in startups, scale-ups or corporate environments and related fields including entrepreneurship, innovation management, strategic consulting and digital marketing. This programme of study supports graduates in developing the following employability skills:

- strategic thinking
- entrepreneurial mindset
- innovative business model development
- problem-solving
- communication and collaboration

## Intended Learning Outcomes of the Programme

This programme has been developed in accordance with the QAA Subject Benchmark Statement for Master's Degrees in Business and Management (2023).

Please note: The programme's intended learning outcomes below are described at Master's level (Level 7).

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

- L01** Demonstrate a comprehensive understanding of contemporary theories, concepts and frameworks driving creativity and disruptive innovation in entrepreneurial contexts.
- L02** Develop a systematic and deep understanding of functional aspects, tools and strategies in entrepreneurial ventures to foster sustainable growth and viability.
- L03** Apply growth hacking tactics, as well as agile project management techniques and tools, to build viable new ventures and foster collaboration and continuous improvement in dynamic entrepreneurial environments.

- L04** Utilise a range of entrepreneurial strategies and techniques to integrate, analyse and synthesise data, supporting evidence-based recommendations, actions and innovative solutions for addressing complex business challenges.
- L05** Apply entrepreneurial theories and data-driven strategies to inform evidence-based decision-making, considering potential implications and driving business performance.
- L06** Apply existing and newly acquired knowledge to unfamiliar, complex contexts to propose innovative business strategies using originality and creativity.
- L07** Develop effective marketing strategies to drive business growth in entrepreneurial contexts.
- L08** Critically evaluate the mechanisms of corporate governance and agile project management methodologies in entrepreneurial contexts.
- L09** Critically evaluate the drivers and models of creativity and disruptive innovation in entrepreneurial contexts.
- L010** Evaluate ethical dilemmas in entrepreneurship, business model design and corporate governance.
- L011** Critically analyse subject-specific literature and effectively communicate critical findings to stakeholders with different levels of expertise by a proactive and independent approach to learning.
- L012** Apply a range of advanced research methodologies to plan and execute relevant research projects in the field of entrepreneurship, including critiquing the current research, the evaluation and interpretation thereof to present original arguments and insights using self-direction.

## The Structure of the Programme

The MSc Entrepreneurial Strategies programme is offered as a 1-year full-time programme or in part-time mode over a 1.5 or 2-year period.

The programme is divided into modules which include both compulsory and elective modules weighing 15 credits each and a thesis weighing 45 credits. All modules in the programme are assigned to Level 7.

To achieve the full Master's award, students need to complete modules with a combined weight of 180 credits, including the final thesis.

Table 1: Structure of the Programme

FT	PT 1	PT 2	Module Code	Module Name	Credit	Compulsory /Elective
Semester 1	Semester 1	Semester 1	LIBFWACSDLMBIE-01	Innovation and Entrepreneurship	15	C
			LIBFWAWADLMIEEBMD	Business Model Design	15	C
			LIBFWAWADLMARM-01	Advanced Research Methods	15	C
	Semester 2	Semester 2	LIBFPDLMIEELSU	Lean Start Up	15	C
			LIBFWACSDLMGHAGH	Growth Hacking	15	C
			LIBFWAPRDLMBPDDT2	Design Thinking	15	C
Semester 2	Semester 3	Semester 3	LIBFWAWADLMBAEBECG	Business Ethics and Corporate Governance	15	C
			LIBFWACSDLMIEEAPM	Agile Project Management	15	C
			Elective A		15	E
	Semester 4	Semester 4	LIBFMTMMTHE	Master Thesis	45	C

Table 2: List of Electives

Module Code	Module Name	Credit	Subject Area
LIBFPDLMIEESUL	Business Plan Development	15	n/a
LIBFEXDLMBPDDT1	Product Development	15	n/a
LIBFWACSDLMIDBM_E	Digital Business Models	15	n/a

LIBFWAREDLMIEESCTIE	Seminar: Current Topics of Innovation and Entrepreneurship	15	n/a
LIBFEXDLMIEEEDT1	Disruptive Innovation	15	n/a
LIBFWAPRDLMGHPGHT	Project: Growth Hacking Tools	15	n/a
LIBFIRPFSINTER	Internship <sup>1</sup>	15	n/a

## Teaching, Learning & Assessment

Information about teaching, learning and assessment can be found in the Learning, Teaching and Assessment Strategy.

Our programmes are designed to

- integrate theory with practice,
- develop your ability to critique and challenge models and theoretical frameworks,
- stimulate debate, discussion and research,
- foster a variety of academic skills,
- be accessible and inclusive, and
- develop global citizens.

You are expected to undertake a considerable amount of independent study, including reading, industry-related research and personal reflection.

## Teaching Formats

The programme is designed to be offered in various teaching formats, for example online or via on-campus learning. The currently available delivery methods for this programme can be found on its dedicated page on the LIBF website.

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<sup>1</sup> Check eligibility before booking the module.

You will have access to both asynchronous and synchronous teaching formats.

Via the Course Feed in the virtual learning environment, myCampus, you will be able to contact the module tutor in a flexible and accessible way.

This is also where Intensive Live Sessions are conducted synchronously with video-based elements. They serve to answer students' individual questions as well as to allow for group discussions.

Additionally, Learning Sprints<sup>2</sup> will offer a seven-week intense learning experience in which the lecturers guide students through the learning material in a very structured manner, with the goal of successfully preparing them to take the final assessment at the end. During this time, frequent synchronous online meetings are held, offering keynote speeches and interactive tasks.

Both the Intensive Live Sessions and Learning Sprints are recorded to further assist asynchronous learning.

In the on-campus format, teaching and learning combines online and in-person learning in a *flipped* classroom concept, where students are given control of their own learning and can decide which problem and learning activity they wish to engage in individually or collectively. Traditional classroom activities like lectures are conducted online via the learning platform, while in-class time is used for interactive work. On-campus elements like study groups and library study time complement this approach.

## Learning Resources

You will have access to a wide range of resources, which may include the following:

- myCampus: This Moodle-based central information and digital learning platform is organised based on programmes and modules. On the respective module pages in myCampus, you can access all study materials (e.g., course books (i.e., text books), reading lists, practice exams and video galleries) as well as the links to all related resources and databases (e.g., MS Teams, links to the library for further reading, contact details of lecturers, links to the booking tool for online exams and the Turnitin submissions page). In the on-campus model you have access to the same learning platform, with slight adaptations made to accommodate, for example, differences in study sequence.

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<sup>2</sup> Offered only when the minimum number of participants is reached.

- Learnhub App: You can access your learning materials in a digital app and have all your notes and highlights synchronised. The app supports different learning formats, such as reading and annotating course books, using different colour codes, assessing knowledge with interactive self-tests, or watching the latest videos of the current module.
- Our comprehensive online library is aligned with the study content and kept up to date. Compulsory and further reading is mentioned in the course and module descriptions available for the students and aims to provide them with unlimited access.

## Assessment & Feedback

Regulations relating to progression and assessment, including information on late submissions, are as set out in LIBF's General and Academic Regulations for Students.

Assessment strategies follow LIBF's Higher Education Accessible and Inclusive Learning Policy.

Assessment consists of both formative and summative approaches, and feedback and feedforward are provided as outlined in LIBF's Higher Education Assessing Learning & Feedback Policy. The different types of assessment used by LIBF are described in the Higher Education Types of Summative Assessment Guidance.

Module assessment methods are included in Module Handbooks which are made available in myCampus.

## Credit and Award

### Credit Framework

The MSc Entrepreneurial Strategies programme is made up of 180 FHEQ credits. One credit approximates to 10 student effort hours; therefore, the total course requires an average of 1,800 hours effort. Typically, one ECTS credit is the equivalent to two UK credits, although this may vary depending on the individual European state's requirements.

## Award

On successful completion of the full programme, you will be awarded the MSc Entrepreneurial Strategies.

## Regulations

LIBF's General and Academic Regulations for Students detail

- regulations governing the award of credit,
- how grades for awards are granted,
- time limits for completion of programmes of study,
- capping of marks and regulations relating to the resitting of assessment components,
- academic misconduct (e.g., malpractice), and
- accreditation of prior learning (APL).

## Exit Awards

In line with LIBF's General and Academic Regulations for Students, the following applies:

Postgraduate Certificate (PgCert)	minimum of 60 credits, of which at least 40 credits must be at Level 7
Postgraduate Diploma (PgDip)	minimum of 120 credits, of which at least 90 credits must be at Level 7

Note: LIBF does not award interim qualifications. For example, a student registered for the master's degree will not automatically be awarded a Postgraduate Diploma or Certificate on completion of the required number of credits.

## Professional Recognition

Credits gained via accreditation of prior learning (APL) into our awards may mean that students will not get certain exemptions from other institutions' higher education or professional awards that may recognise our programmes.

## Criteria for Admission

Normally, successful applicants will possess a 2.2 Honours degree (or equivalent) from a recognised institution.

Applicants not possessing this requirement may be considered if they can demonstrate their ability to achieve at this level and contribute to the debates, discussions and work of the learning set. In this case, applicants may be interviewed and / or required to submit a piece of written work in addition to their application to enable an assessment to be made of their suitability for the programme.

Applicants for whom English is not their first language would be expected to demonstrate their competence through achieving an IELTS score of 6.5 or above with no element below 6.0 (or equivalent). An online English test is offered (SPEEX) if IELTS not available. Alternatively, evidence you have previously studied in English at an appropriate level and at a recognised institution, may be accepted.

## Benchmarks

### External

- QAA UK Quality Code, including:
  - Subject Benchmark Statement for Master's Degrees in Business and Management (2023)
  - Level 7 descriptors in the Framework for Higher Education Qualifications in England, Wales and Northern Ireland
  - Master's degree characteristics
  - The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies (FHEQ)

### Internal

- LIBF Code of Practice
- LIBF General and Academic Regulations for Students

In addition, research with the relevant sector has been undertaken to ensure that the learning outcomes of the programme address identified skills and knowledge gaps.

## Links

[Teaching, Learning and Assessment Strategy](#)

[LIBFs General and Academic Regulations for Students](#)

[LIBF's Code of Practice for Quality Assurance, Chapter 3: Accreditation of Prior Learning \(APL\)](#)

[Accessible and Inclusive Learning Policy](#)

[Types of Summative Assessment](#)

[Higher Education Assessing Learning & Feedback Policy](#)

[Subject Benchmark Statement for Master's Degrees in Business and Management](#)

[Framework for Higher Education Qualifications in England, Wales and Northern Ireland](#)

[Characteristics Statement: Master's Degree](#)

[Higher Education Credit Framework for England](#)

## Curriculum Map of Modules Against Intended Learning Outcomes of the Programme

Module Code	Module Name	C / E*	Intended Learning Outcomes of the Programme											
			LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12
LIBFWACSDLMBIE-01	Innovation and Entrepreneurship	C	X	X			X				X	X		
LIBFWAWADLMIEEBMD	Business Model Design	C	X		X							X		
LIBFWAWADLMARM-01	Advanced Research Methods	C											X	X
LIBFPDLMIEELSU	Lean Start Up	C	X	X			X							
LIBFWACSDLMGHAGH	Growth Hacking	C	X	X	X	X	X		X					
LIBFWAPRDLMBPDDT2	Design Thinking	C	X	X		X		X			X	X	X	
LIBFWAWADLMBABEBCG	Business Ethics and Corporate Governance	C		X			X			X		X		
LIBFWACSDLMIEEAPM	Agile Project Management	C	X	X	X		X			X				
LIBFPDLMIEESUL	Business Plan Development	E	X	X			X							
LIBFEXDLMBPDDT1	Product Development	E	X	X					X					
LIBFWACSDLMIDBM_E	Digital Business Models	E	X	X	X		X					X		
LIBFWAREDLMIEESCTIE	Seminar: Current Topics of Innovation and Entrepreneurship	E	X	X				X				X	X	X
LIBFEXDLMIEEEDT1	Disruptive Innovation	E	X	X							X			
LIBFWAPRDLMGHPGHT	Project: Growth Hacking Tools	E	X	X	X	X		X	X				X	
LIBFIRPFSINTER	Internship	E				X		X						
LIBFMTMMTHE	Master Thesis	C				X		X					X	X

This table shows the distribution of the programme's intended learning outcomes (as specified in the programme specification) across the programme modules.  
\*Compulsory / Elective

## Mapping of Teaching Formats and Types of Media Used in the Programme Modules

Module Code	Module Name	Compulsory/ Elective	Type of Assessment <sup>1</sup>	Teaching Formats <sup>2</sup>			Types of Media <sup>3</sup>				
				CF	ILSE	LS <sup>4</sup>	CB	OT	RB	V	PE
LIBFWACSDLMBIE-01	Innovation and Entrepreneurship	C	WACS	X	X	X	X	X		X	
LIBFWAWADLMIEEBMD	Business Model Design	C	WAWA	X	X	X	X	X		X	
LIBFWAWADLMARM-01	Advanced Research Methods	C	WAWA	X	X	X	X	X		X	
LIBFPDLMIEELSU	Lean Start Up	C	P	X	X	X					
LIBFWACSDLMGHAGH	Growth Hacking	C	WACS	X	X	X	X	X		X	
LIBFWAPRDLMBPDDT2	Design Thinking	C	WAPR	X	X	X					
LIBFWAWADLMBABEBCG	Business Ethics and Corporate Governance	C	WAWA	X	X	X	X	X		X	
LIBFWACSDLMIEEAPM	Agile Project Management	C	WACS	X	X	X	X	X		X	
LIBFPDLMIEESUL	Business Plan Development	E	P	X	X	X					
LIBFEXDLMBPDDT1	Product Development	E	EX	X	X	X	X	X		X	X
LIBFWACSDLMIDBM_E	Digital Business Models	E	WACS	X	X	X	X	X		X	
LIBFWAREDLMIEESCTIE	Seminar: Current Topics of Innovation and Entrepreneurship	E	WARE	X	X	X					
LIBFEXDLMIEEEDT1	Disruptive Innovation	E	EX	X	X	X	X	X		X	X
LIBFWAPRDLMGHPGHT	Project: Growth Hacking Tools	E	WAPR	X	X	X					
LIBFIRPFSINTER	Internship	E	IRP	X	X	X					
LIBFMTMMTHE	Master Thesis	C	MT								
This table shows the distribution of teaching formats and types of media used in the programme modules.											
<sup>1</sup> EX = Exam, WAWA = Written assignment, WACS = Case study, WARE = Research essay, WAPR = Project report, P = Portfolio, AW = Advanced Workbook, OARP = Oral Assignment + Reflection Paper, OPRRP = Oral Project Report + Reflection Paper, IRP = Internship Reflection Paper, BT/MT = Bachelor / Master Thesis <sup>2</sup> CF = Course Feed, ILSE = Intensive Live Sessions, LS = Learning Sprints <sup>3</sup> CB = Course Book, OT = Online Tests, RB = Review Book, V = Videos, PE = Practice Exams											

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<sup>4</sup>Offered only when the minimum number of participants is reached.