

MSc in ENTREPRENEURSHIP

What past students are saying about this degree



Louise Shearer

"I was running a bio technology company in Cambridge and have been steeped in the corporate world for many years. However, I wanted to get away from this and I want to apply my knowledge as a consultant to business start-ups. This MSc was very stimulating, the project work really excellent and, although I have 20 years' experience in business, it really did give me a new perspective and thorough grounding in how the business world ticks."



John Gill

"I specialise in corporate law and I chose this course not only to enable me to pursue my ambitions in the business world more effectively, but also to help my career in corporate law. I believe an understanding of how business works will help me give better advice to my clients. Anyone wishing to fulfil their ambitions in the business world will obtain the necessary skills, knowledge and mind-set with this MSc in Entrepreneurship."



Gordon Liu

"I am an engineer in Taiwan and I came to Bristol to do this postgraduate degree in Entrepreneurship in order to broaden my knowledge of business and also to acquire the management skills that I believe will be crucial when I fulfil my ambitions of running my own business in the future. The teaching was extremely thorough and provided an excellent balance between academic and practical work."



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Get ahead. Get an MSc in Entrepreneurship

Why an MSc in ENTREPRENEURSHIP?

ENTREPRENEURSHIP IS THE DRIVING FORCE
BEHIND INNOVATION AND GROWTH IN
BUSINESS. IT IS FUNDAMENTAL THAT THE
SPIRIT OF ENTREPRENEURSHIP IS
ENCOURAGED IF SOCIETY IS TO PROSPER

Entrepreneurship is the driving force for innovation and growth in the UK economy. In these times of rapid technological change and extensive global competition, it is vital to the continuing success and prosperity of our society that the spirit of entrepreneurship is nurtured.

This postgraduate degree programme is ideal for you if you are seeking an outlet for your entrepreneurial instincts. It provides the full range of business skills necessary to maximise the likelihood of success, at the same time as developing and instilling entrepreneurial characteristics in your business psyche.

The programme is academically rigorous, yet includes a strong practical bias. It addresses a wide range of managerial, business and financial skills, but always emphasises the importance and application of entrepreneurial skills. You will be encouraged to develop your own initiatives as part of the programme, and your choice of elective units can reflect your personal and professional goals.

Both Diploma and MSc dissertation normally include a fully developed business plan for a real-life entrepreneurial venture. In undertaking this work, you have access to expert advice and assistance, and produce a report of a high academic standard that also fulfils the qualities expected by venture capitalists when they are considering funding for new business opportunities.

In approved cases, students may also have access to seedcorn funding to launch their commercial ventures.

The University of Bristol

The University of Bristol was founded in 1876 as University College, Bristol. It was the first higher education institution in England to admit women on an equal basis to men. It remains an innovative organisation and has established a national and international reputation for its academic distinction.

Bristol is the university of choice for exceptional numbers of talented applicants. The reasons are easy to see:

- the University offers excellent programmes of study, with high quality teaching underpinned by the leading-edge research activity of its distinguished academic community
- the University and the Students' Union provide a supportive and stimulating environment in which students can thrive
- Bristol graduates are eminently employable and often achieve great distinction in their chosen careers
- the University is truly international, drawing students from over 100 countries and benefiting from an extraordinarily diverse culture

- the University is located in the heart of one of England's finest cities.

The University is working hard to build on its track record as a dynamic international community dedicated to learning, discovery and enterprise.

It is committed to attracting students with outstanding academic potential from right across the social spectrum.



The Bristol Enterprise Programme

The University of Bristol, through the division of Research & Enterprise Development (RED), works with students, staff and external parties to create a culture of enterprise and make Bristol a key player in the knowledge-driven economy. RED fosters the development of high growth, knowledge-based businesses and is responsible for forging dynamic partnerships with commerce and industry, encouraging a wide range of activities: collaborative research projects, licensing technologies or ideas, industrial and business mentoring, the establishment of start-up, or 'spin-out', companies and enterprise training.

Through RED, the University has established the Bristol Enterprise Programme, which aims to equip future entrepreneurs with the inspiration, support and business skills required to create and grow new business



opportunities. The MSc in Entrepreneurship is part of the Bristol Enterprise Programme and is aimed at giving students a comprehensive and effective understanding of entrepreneurship to enable them to contribute fully to the growth of innovative business enterprises.

Course structure

The programme is based on a three-stage MSc Degree course, which you can take in one year of full-time or two years of part-time study:

- **Stage 1** comprising six taught units of 10 credits each, leading to a Postgraduate Certificate
- **Stage 2** comprising an additional 20-credit taught elective unit and a 40-credit dissertation, leading to a Postgraduate Diploma
- **Stage 3** comprising a further 40 credits of taught elective units and a 60-credit dissertation, leading to the MSc Degree

The teaching programme takes place between October and June of each academic year and the assessment procedures utilise a mix of examination, assignment and presentation. Each taught unit is presented in a modularised format over one week for the 10-credit units and two weeks for the 20-credit units. The Stage 1 and Stage 2 units are presented sequentially, while the precise timing of the elective units in Stage 3 will be determined by demand and participants' requirements. The dissertations would usually start in May for completion by July (Diploma) and mid-September (Degree).

The University of Bristol is recognised for its excellence in teaching and research. In addition to University staff, this entrepreneurship programme draws upon key external speakers to contribute current

entrepreneurial thinking and to provide insights into innovative business success.

All lectures are given at the University, where students have access to the main library, the central computing service, the refectory, the sports complex and all other University facilities. The main library has over one million items in stock and subscribes to over 6,000 periodicals.

The central computing service has 24-hour access and utilises a wide range of proprietary software. Students can access e-mail and the University-wide Info Server.



Course Content

Marketing and Commercial Management

This unit critically examines the issues, theories and techniques that currently influence best practice in marketing and commercial management for entrepreneurial businesses. Topics covered include the concept of a market, the organisation and tasks of marketing management, market research, and competition.

Accounting and Legal Issues for Entrepreneurs

The basics of accounting practice and the fundamentals of the legal framework required for planning and managing an embryonic business are introduced. This unit presents a straightforward economic and legal understanding of how a firm operates. It also provides the information required for presenting the financial aspects of a business case to a potential investor.

Exploiting New Ideas

Creativity is concerned with identifying a new idea, method or device and the innovation of converting it into a commercially viable service, process or product. An entrepreneurial organisation needs to develop a strategy and increase competence in its search for competitive advantage, and in this unit the strengths and weaknesses of various approaches to creativity and innovation and the barriers to success are identified.

Understanding Entrepreneurial Organisations

This unit critically examines the issues, theories and techniques that are currently practiced by successful entrepreneurial companies in their continuing interaction with the external and internal environments.

The importance of culture in influencing organisation design and behaviours is examined and this is enhanced by contributions from practitioners presenting live case studies.

Risk Analysis and Management

Successful entrepreneurs are characterised by sensible risk management. In this unit, frameworks for assessing risks are presented using current risk-modelling techniques covering both internal resourcing issues and external environmental considerations. Analytical methodologies and hands-on simulations are presented. The development of a risk-reduction strategy in an entrepreneurial environment is explored.

Business Start-up

Focusing on a number of issues of key importance for an entrepreneurial business start-up, this unit places particular emphasis on the advice and support available for new ventures and the basic fundamentals of business planning. Included is detailed coverage of principles and practices in new entrepreneurial businesses as well as in 'spin-outs' from larger organisations.

Entrepreneurial Strategy

Corporate strategy is an important component in defining the scope, competitive advantage and logic for established companies in well-defined markets. However, for a start-up company in a rapidly developing market, there is considerable uncertainty as to the appropriate strategy for the company to employ. There is ambiguity about what may constitute a competitive advantage in the future and there is no clear benchmark against which to evaluate the assumptions that underlie the proposed logic.

Do fast-growing entrepreneurial companies need strategies? Should they have a clear idea of the scope of their activities and what competitive advantages they need to build, or should they respond to opportunities and not worry about a long-term strategy?

This unit examines the relationship between corporate and entrepreneurial strategy and develops the familiar concepts of strategy and industry analysis for application to entrepreneurial companies.

HR Factors and Managerial Competencies in Entrepreneurial Organisations

An understanding of individual behaviours and motives underpins this unit and will be developed through personal reflection and perceptual awareness.

Various personality tests will be reviewed critically to examine entrepreneurial characteristics. Management competency profiling will be developed as a means of recruiting, selecting and promoting superior performers to enhance the performance of the firm as a whole.

Team interaction and group dynamics also feature strongly in developing a framework for analysing the behaviours of successful enterprises.



Business Finance and Funding

This unit is aimed at entrepreneurs for whom sources of funding need to be identified and persuaded to support their new venture. It covers identification and selection of potential sources of funding and critically reviews the methods available for repaying the funds borrowed. Procedures for approaching venture capitalists and other institutions are explained and financial decision modelling techniques for scenario planning are introduced.

Management of Change and Growth

Change and growth are inevitable in a developing entrepreneurial business and must be carefully controlled and managed within acceptable limits. This unit explores the rationales for growth in a competitive environment and examines the stages of business development from start-up through growth to maturity. Techniques for modelling, initiating, anticipating and managing change in the growing enterprise are explored through the use of case studies.

Entrepreneurship in Large Organisations

Entrepreneurship is an essential element of business ventures in large organisations and high value is placed on intrapreneurial talent in successful companies. This unit provides the means to identify and develop the skills necessary to exploit new ideas and bring about strategic change within the inevitable constraints of a large organisation. Case studies reflecting leading-edge practices in industry, commerce and the public sector are introduced.

Public Sector Entrepreneurship

This unit focuses on the strategic changes under way in the public sector which are aimed at introducing entrepreneurial and business-like practices to improve service delivery and customer orientation. Areas covered include local government, health services and publicly funded education. The emerging role of small enterprises in the private, not-for-profit and public arenas in contributing to these initiatives is examined.

Forms of Co-operation Communication and Partnership

The focus is on the new forms of co-operation, communication and partnership emerging in business and commerce, many of which are of key relevance to the success of the small entrepreneurial venture. The unit includes aspects of global competition, new forms of co-operation between large and small firms, customer relationship management, supply-chain management and 'lean' ways of working.



Timetable

The MSc in ENTREPRENEURSHIP



Admissions

The course is open to graduates of any discipline with either a good Honours Degree or an equivalent professional qualification, and preferably applicants should have some business experience. Those unable to satisfy these requirements fully may be admitted to the Diploma programme and then progress to the MSc Degree on successful completion of Stages 1 and 2.

Application procedures

Applicants should fully complete an application form on our website. Completed forms can be sent electronically to pg-emg@bristol.ac.uk or by post to the address below.

Applicants whose first language is not English will have to satisfy the University of Bristol's English language requirements.

Financial Aid

Information on financial aid can be found at the University of Bristol Student Finance Office at www.bris.ac.uk/depts/StdFin/.

Further Information

For further information on the programme, costs, the benefits to both the individual and business and guidance on the entry criteria, please contact the Postgraduate Co-ordinator at:

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