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MASTER IN INNOVATION AND ENTREPRENEURSHIP

Course Specification



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

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ATHENA GLOBAL EDUCATION

Athena Global Education is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education goals and through that, their professional goals.

Westford Education Group has partnered with many internationally accredited universities, Awarding Organizations and Professional Bodies, enabling us to provide high quality and fully accredited programs worldwide. Westford is currently partnered with Cardiff Metropolitan University from UK, University of Wolverhampton from UK, Guglielmo Marconi University from Italy, Fort Hays State University from USA, Pearson Education from UK and the Scottish Qualification Authority (SQA) of UK to name a few.

Athena Global Education is the latest venture of Westford Education Group. It is built upon our core values: That quality higher education is an undeniable right of all, not of few, and should be affordable by all. Our key pillars of this venture are Accessibility and Affordability, and we have made sure that the courses developed in this platform support and reflect these key values.

This Master in Innovation and entrepreneurship programme offered by Athena Global Education is a Dual Certification programme delivered in partnership with Guglielmo Marconi University, Italy and Cambridge International Qualifications, UK.

GUGLIELMO MARCONI UNIVERSITY

Guglielmo Marconi University (GMU) is based in Rome, Italy and recognised by the Ministerial Decree of March 1, 2004. GMU's main campuses are based in Rome and are located around Prati and Vatican neighborhoods. Currently, GMU has more than 16,000 students enrolled in graduate and postgraduate programs, 300 faculty members and a team of 200 expert advisors.

The central administrative offices, studios, academic departments and the majority of the university facilities are situated on the main campus. GMU distinguishes itself by the operational blended format that implements both online and traditional academic programs. This format provides students with a valuable experience both online and offline, by preserving face-to-face interactions with professors, seminars and lessons within the athenaeum, and by granting access to intranet and institutional resources.

Since 1999 Italian Universities have abided by the 'Bologna Process', launched with the Bologna Declaration of 1999 and defined by the European Higher Education Area (EHEA). In relation to this reform, the university is system organized in 3 cycles: Bachelor's degree, Master degree and Doctorates in different schools

CAMBRIDGE INTERNATIONAL QUALIFICATIONS

Cambridge International Qualifications (CIQ) is a professional awarding organization incorporated in the UK and its subsidiary of Westford Education Group which has been in higher education since 2009. CIQ aims to develop and accredit qualifications which meet the ongoing needs of learners and the corporate sector ensuring individuals have access to opportunities for personal and professional development.

CIQ offers credit rated programmes under Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualification Authority which enables the student to attain UK regulated qualifications. Apart from the credit rated programmes, CIQ also offers stand-alone professional diploma and certification programmes which has been developed based on the current need of the industry. CIQ also partnered with NCFE-UK (Northern Council for Further Education) and TQUK (Training Qualifications, UK) for joint certification for the courses developed by CIQ.

CIQ has gained a reputation for the high-quality support services provided to the education sector. We work with Schools, Colleges, Universities, and corporate bodies as well as Government agencies to provide relevant, effective, and flexible programmes. Our qualification and assessment framework is up-to-date, result oriented and meets the defined values as per international standards. CIQ qualifications are approved for progression to higher qualifications offered by International Universities around the globe.

The CIQ qualification and assessment framework have been developed in consultation with leaders from various corporate bodies, government agencies, and Universities around the world. CIQ programmes are frequently assessed to enhance quality and ensure they are relevant for the rapidly changing global market as well as career opportunities for ambitious individuals. The CIQ Qualification and assessment framework is available throughout the world and may be accessed via our “Approved Centre Network”

MASTER IN INNOVATION ENTREPRENEURSHIP

This Master in Innovation and Entrepreneurship program is designed in partnership with Guglielmo Marconi University. Innovation and entrepreneurship play a crucial role in creating value and ensuring the success and sustainability of companies throughout the world. The programme is delivered through our online platform, which provides learners with the flexibility to decide their learning schedule based on work and family commitments. This qualification is delivered and assessed in English Language and the course is offered through the self-learning platform at www.uniathena.com. On successful completion of the online program, learners will be awarded the Master Degree issued by Guglielmo Marconi University, Italy. This specification contains the details of all courses that constitute the full qualification and its associated guidance. Each module in this course sets-out the required learning outcome (LO), assessment criteria, content covered, recommended reading and other important information which will be helpful for the learner.

AIM OF THE COURSE

In this modern era, identifying and discovering business opportunities are of immense significance. When combined with the ability to properly manage the new venture through entrepreneurship, the benefits are rewarding.

The Masters in Innovation and Entrepreneurship course makes you understand and teaches you about the skills that an entrepreneur requires to develop innovative strategies and deliver high-potential products.

This course focuses on improving and enhancing entrepreneurial skills to upgrade and develop your business ventures. Furthermore, the learner will be able to infuse innovative aspects into their business ventures, helping them to keep up with the current market trends and also to find out what trends can make it into the market.

GRADING STRUCTURE

The following grading criteria will be applicable for Master in Innovation and Entrepreneurship

Marks	Grades
70 to 100	Distinction
60 to 69	Merit
50 to 59	Pass
40 to 49	Fail with Re-sit
0 to 3	Fail with Retake

ENROLMENT AND EQUAL OPPORTUNITY

Athena Global Education confirms its commitment to equal opportunities in all its activities. It is intended that all students should receive equal treatment irrespective of political belief, gender, sexual orientation, age, disability, marital status, race, nationality, ethnic origin, religion or social background. We have implemented an adequate and transparent system in place, in order to ensure that equal opportunity is given to all prospective learners of the course.

ACCESS AND RECRUITMENT

Our policy with regard to access to our programs is that:

- They should be available to everyone who is capable of reaching the required standard
- They should be free from any barriers that restrict access and progression
- There should be equal opportunities for all wishing to access the qualifications

We follow ethical practices in our communication and business with all our partners. This will include ensuring that all learners are given accurate information and advice about the program. We have deployed appropriate systems to assess a learner's suitability for a program and make a professional judgment about their ability to successfully achieve the designated qualification. This assessment takes into account any support available to the learner within the system during the course of study and any support that may be required to allow the learner to access the evaluations for the units within the program.

ACCESS ARRANGEMENTS AND SPECIAL CONSIDERATIONS

Our policy on access arrangements and special consideration aims to enhance access to the qualifications/programs for learners with disabilities and other difficulties (as defined by the Equality Act 2011) without compromising the assessment of skills, knowledge and understanding.

ADMISSION REQUIREMENTS

Students seeking admission to the course may have to fulfill the following criteria/requirement

- A Bachelor's degree in any discipline
- Proficiency in English language equivalent to IELTS 5.5 or more
- The learners without Bachelor's Degree will be considered subject to having minimum five years of managerial/supervisory experience.

GUIDANCE ON ASSESSMENT

For this qualification, all the assessments are completed through the submission of internally assessed learner work. To achieve a pass for a unit, a learner must have successfully achieved the learning outcomes as per the standards set by the assessment criteria for that unit. An assignment can relate to a single unit or an integrated assignment incorporating more than one unit can be used; provided the content of the assignment is clearly mapped to show which assessment criteria from which units are being covered.

METHODS OF ASSESSMENT

We use a range of assessment vehicles that will engage learners and give them an opportunity to both demonstrate their knowledge and understanding of a topic and to evaluate how they might apply that knowledge in a given context.

This might include assessment through:

- A research activity resulting in the compilation of a report
- An academic paper or article for publication
- The compilation of a case study
- A critical review and evaluation of a chosen company's policies, procedures and systems
- A set project completed for an employer (also known as an 'employer-engagement activity')
- The production of a portfolio of evidence relating to a particular unit
- This list is by no means exhaustive but gives examples of some creative assessment methods that could be adopted.

MODULES AND COMBINATIONS

To be awarded the Master in Innovation and Entrepreneurship, the learners are required to complete all the following modules.

Module Name	Module type	Level
Introduction to Innovation & Entrepreneurship	Core	7
Human Resource Management and Leadership	Core	7
New Venture Development	Core	7
Finance for Entrepreneur	Core	7
Design Thinking	Core	7
Product Development and Marketing	Core	7
Capstone Project	Core	18

MODULE 1: INTRODUCTION TO INNOVATION & ENTREPRENEURSHIP

Level of study : Master

Level : EQF Level 7

Module Description

An innovative entrepreneur is one who creates and establishes businesses that have an economic and social impact. The Master in innovation and entrepreneurship course teaches the essential skills and effective strategies to create and manage innovative businesses. The module will teach you how to think and act like an innovator and an entrepreneur and provide you with the necessary tools to create and critically assess your business idea.

The module will also enable you to comprehend the significance of innovation in the entrepreneurial journey and help you identify different ways in which innovation can help create sustainable and impactful organisations by breaking paradigms and creating opportunities you never imagined.

Learning Outcomes

LO1: Develop critical thinking skills that will enable you to identify and evaluate entrepreneurial opportunities

LO2: Understand the mindset, traits and skills required to create and establish a sustainable and innovative organization

LO3: A greater understanding of the tools that every innovative organization needs to succeed
Understand the significance of innovation and entrepreneurship in creating long term benefit to society.

LO4: Identify social business opportunities and leverage the social business models to create sustainable social enterprises

LO5: Learn how to create offerings that customers need by increasing the velocity of validated learning

LO6: Understand how large corporations can imbibe the startup environment and create a culture of learning, lean thinking and Innovation in the Organization.

Content Covered

- Understanding Entrepreneurship
- Understanding Innovation
- Understanding Megatrends
- Minimum Viable Product
- Understanding Lean Startup
- Protecting Your Venture
- Creativity and Problem Solving
- Social Entrepreneurship
- Sectoral Innovation

Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

MODULE 2 : HUMAN RESOURCE MANAGEMENT AND LEADERSHIP

Level of study : Master

Level : EQF Level 7

Module Description

Leadership and Human Resource Management are two of the most important elements in any organization. Having proper and effective leadership skills can immensely boost the company's performance and productivity. Human Resource Management goes hand in hand with leadership skills, as a properly functioning HRM can support and enhance the existing leadership experience.

In this module, you will learn about the different strategies and management styles related to leadership and human resource management. Key topics such as HRM trends, recruitment, selection, organisational behavior, leadership styles, approaches, and development are covered. Understand the inner workings of an efficient organisation with productive and capable employees, what it takes to be a good leader, and most importantly, learn what it takes to effectively manage your organization

Learning Outcome:

LO1: Critically analyse the significance of Strategic Human Resources Management and its changing landscape in organizations.

LO2: Critically discusses the impact of Human Resources Management activities on Organisational Performance.

LO3: Evaluate various leadership styles and practices in organizations. LO4: Plan how to implement change in an organization.

Content covered

- Origin of HRM
- Characteristics and Purpose of HRM
- Functions of HRM
- Staffing HR Activities
- Development of HR
- Compensation HR Activities
- SHRM Fundamentals
- Strategic Driven Practices
- Strategic HRM Trends
- Strategic HR Planning Overview
- HR Planning Evaluation
- Strategic Recruitment
- Strategic Selection
- Global HRM Strategy
- Evaluating HR Outcomes
- Organisational Behaviour
- Impact of HRM on Organisational Development
- Legal Regulatory Environment
- Managing Diversity
- Action Centered Leadership
- Leadership Development
- Leadership Grid
- Leadership Career Stages
- Leadership Fundamentals

- Leadership Approaches
- Leadership Styles
- Introduction to Change Management
- Factors Driving Change
- Challenges of change
- Conventional Change Management Theories

Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

MODULE 3 : NEW VENTURE DEVELOPMENT

Level of study : Master

Level : EQF Level 7

Module Description

New ventures are the backbone of economic growth and progress in any society. It would be impossible to imagine a world without new businesses that solve problems for humanity with innovative business models and solutions. New ventures also create employment opportunities and have the ability to create large scale economic and social impact.

It therefore becomes essential to understand the nuances of what it takes to create, protect, and scale new business ventures. This module provides an in-depth understanding of the various aspects of successfully registering, operating, and scaling new ventures. Gain knowledge of the variety of tools and skills that the creators of new ventures need to create and grow their business. Learn how to create business plans, pitch for funding, and understand various funding options and structures that aid new venture development. Understand the factors that contribute to new venture success and failure using practical, real-world examples.

Learning Outcomes

LO1: Understand how new Ventures differ from other business entities and the various registration options for new ventures

LO2: Gain knowledge of various business and taxation laws and understand policy and infra-structural support provided by various economies to support New venture creation

LO3: Learn how to create business plans and pitch for funding

LO4: Gain knowledge of the various funding options and structures that support new venture development.

LO5: Analyze through practical real world examples the factors that contribute to New Venture Success and failure

Content covered

- Registering Your Business
- Ease Of Doing Business
- Business And Taxation Laws
- Creation Of A Business Plan
- Pitch Your Business
- Idea Funding For Startups
- New Venture Success Stories
- Learning From Failed Ventures

Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

MODULE 4 : FINANCE FOR ENTREPRENEUR

Level of study : Master

Level : EQF Level 7

Module Description:

This module is designed to inform and help the students gain adequate awareness of the various aspects of financial statement evaluations through the conduct of ratio analysis as a quantitative tool and its application for introspecting and comparing existing business strategies whilst considering the impact of macroeconomic and macro business factors on the functioning and operations of business in a global context. Understanding contemporary theories and their applications of international accounting standards, principles, investment strategies, and budgeting concepts will provide students with an opportunity to appreciate the global financial markets and changing business climate for originality in analyzing, interpreting, and exposing them to the complexities of managing bottom line expectations and shareholder value creation aspects as part of the overall accounting and finance curriculum. It also helps the students evaluate and identify the factors that help develop appropriate budgetary planning and strategy combined with forecasting techniques and benchmarking performances internationally.

Learning Outcomes

LO1: Critically analyze the use of the key functional area of finance in support of wider organizational activity.

LO2: Understand the financial decision making of a public listed organization by analyzing the financial statements, also determine how financial ratios can be used for decision making.

LO3: Understand different Budgeting Techniques and advice on suitable budgeting techniques that a company can adopt for its Planning and Control

LO4: Determine how organizations take the critical decisions in regards to procurement and utilization of funds by analyzing various sources of finance and investment appraisal techniques.

LO5: Understand various prevalent performance measurement systems, discuss their suitability and appropriateness in a range of different business environments.

Content covered

- Content Covered
- Framework of Financial Statement Analysis
- Principal Financial Statements
- Foundation of Ratio and Financial Analysis
- Budgeting and Planning Analysis of Acquiring Funds
- Capital Budgeting and various techniques of investment appraisal
- Performance measurements systems
- International Factors Influencing Accounting and Financing Decisions

Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

MODULE 5 : DESIGN THINKING

Level of study : Master

Level : EQF Level 7

Module Description

Design Thinking is a process-driven, human-centered approach to problem-solving. Design Thinking creates an innovative mindset and develops the skills to become a creative problem solver, driving sustainable transformation in the organisation, an essential quality for entrepreneurs and professionals of today. This module provides an understanding of the Design Thinking methodologies, processes, and tools that can be used to make the world a better place.

Explore the various Design Thinking theories and how they can be applied in organisational roles. Key topics covered include the Empathize, Analyze, Solve, and Test cycles, which form the foundational framework upon which the Design Thinking methodology has been created. Learn through personal reflection as well as teamwork and collaboration to harness the power of Design Thinking for leading value creation in businesses and in society.

Learning Outcomes

LO1: Understand the principles behind Design Thinking for creative problem solving

LO2: Develop a Design Thinking mindset and learn to create innovative products and services

LO3: Practice the methods, processes and tools of Design Thinking

LO4: Apply the Design Thinking method to real world problems

LO5: Facilitate transformation in the Organization by using the Design Thinking approach to achieve an Innovation driven culture.

Content Covered

- Understanding Design Thinking
- Thinking like a Designer for Sustainable Change
- Developing Oneself as a Design Thinker
- Innovation & Design Thinking
- Understanding the DT process
- Empathize – Understanding Customer Needs
- Analyze – Frameworks for Analysis of the Problem
- Solve – Creating Sustainable Solutions the DT way
- Test – Testing and Validation
- DT in the FMCG Sector
- DT in the Financial Services sector
- DT in the Healthcare sector
- DT in the NonProfit sector
- DT in the Tech Industry

Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

MODULE 6 : PRODUCT DEVELOPMENT AND MARKETING

Level of study : Master

Level : EQF Level 7

Module Description

This module provides the learner with a comprehensive understanding of the product development process, product life cycle, and management, as well as the application of design and inno

vation. Product Management is becoming an important function of marketing. The aim of this module is to cover the major dimensions of product marketing and management, namely: marketing management, product management, new product development, and product and marketing strategy. This will also enable us to apply the concept of marketing to product development. In this module, a clear description of the idea of product management has been provided. The learner will be able to explore different products and marketing strategies and their applications.

Learning Outcomes

LO1: Applying the concept of marketing for the product development

LO2: Describe the idea of Product management and communicate the role of product manager

LO3: Explore different product and marketing strategies and its application in any organisation

LO4: Evaluate Brand Management and how they influence consumer behaviour.

Content covered

- The Product
- Fundamentals of Marketing
- Segmentation, Targeting & Positioning
- Product Management
- Product Life Cycle
- New Product Development & Marketing
- Product Strategies
- Branding
- Marketing strategy

Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

MODULE 7: CAPSTONE PROJECT

Level of study : Master

Level : EQF Level 7

Module Description

This module will equip learners to create a usable project through which they can integrate, synthesize, and demonstrate all their knowledge in a multi-faceted way to potential employers. Projects will be drawn from real-world situations. Project is an opportunity for students to demonstrate their ability to investigate issues of their own choice over a significant period of time. Essentially this is an individual effort but it is carried out under the guidance and advice of a supervisor.

Learning Outcomes

The student needs to use his/her discretion in handling various aspects of the research investigation. Nevertheless, in presenting your work it is important that you process and order information sequentially. The following list highlights the essential parts which the completed work should contain,

- Front Cover
- Title Page
- Acknowledgments
- Contents Page (Contents, List of Tables,
- Figures and Appendices)

- Abstract/Executive Summary
- Introduction Aim and Objectives
- Literature Review
- Methodology
- Investigation: Results
- Investigation: Analysis
- Conclusion (with suggestions for further work)
- Recommendations (if appropriate)
- References / Bibliography
- Appendices



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