



MASTERS IN ENTREPRENEURIAL MANAGEMENT

YEAR 1 - FOUNDATION/ CORE - 80 CREDITS	
SEMESTER 1	SEMESTER 2
<p>The entrepreneurial business (12) <i>This module introduces you to the field of entrepreneurship, including the role it plays in modern economies, the different types of activity contained within the definition, and the main theoretical and Analytical approaches used to achieve understanding of the concept and related processes. Topics covered include: entrepreneurship and the economy; entrepreneurial business; personality perspectives and the organisational context. A major preoccupation of this module is to explore the factors that make an innovative/ entrepreneurial firm. Some of these factors include the nature of the market, the regulatory environment, new technology and business leadership. Also covered in this course are basic principles of entrepreneurship, which help set the tone of the entire program.</i></p> <p>The Entrepreneur's Environment (12) <i>This module provides you with a holistic appreciation of the environment within which entrepreneurial activities take place and the nature and importance of interactions between them as well as an understanding of the tools entrepreneurs can use in responding to such environmental factors. Issues covered include drivers and barriers in firm start-up and growth; financial systems and capital access; and managing the external environment.</i></p>	<p><u>Entrepreneurial project management (12)</u> This module considers the art and science of project management. This is an introductory course that concentrates on the processes, structures and . The objectives are to:</p> <ul style="list-style-type: none"> • Provide an overview of the major steps in the project management process. • Give students an insight into how project management tools and techniques can be utilised to ensure successful entrepreneurship. <p>Entrepreneurial finance (12) This module enables a student to understand the nature and characteristics of financial planning in the context of entrepreneurship. Involves understanding of financial planning and reporting statements; the financial risks/rewards of entrepreneurship and innovation; new venture financial models and strategies; typical funding sources; the development of business presentations to attract outside funding; the due diligence process; and the strategies for negotiations for funding. The module is divided into two parts.</p> <ul style="list-style-type: none"> • The finance part will enable students to understand all the key financial statements and concepts. • The fundraising part of the module is focused on understanding the process of raising external capital. <p>Entrepreneurial business models (12) <i>This module describes the role of business models within current complex markets, provides a strategic framework for business modelling and explores the design of key elements of a business model, namely the value proposition, the revenue mechanism and the design of a value network.</i></p>

<p>New venture business planning (12) A thorough grounding in preparation of the so called “Killer Business Planning” is undertaken.</p>	
<p>Research method A1 – Introduction and Philosophical foundation - (4) <u>Philosophy of research: paradigms, ontologies and epistemologies and axiology</u> The module immerses students into the nature and complexity of entrepreneurship research to expose them to different paradigms, ontological positions, epistemologies, types of theories including the relationships between ontologies and epistemologies in entrepreneurial research. This module also introduces the values that underpin entrepreneurship research</p> <p>The topics covered include:</p> <ul style="list-style-type: none"> • Competing paradigms, • Ontological considerations, • Epistemological considerations, • Relationships between epistemology and ontology and • Axiology/social values in entrepreneurial research • Environmental Influences that impact the conduct of entrepreneurial research 	<p>Research method A2 – Qualitative approach - (4) <u>Qualitative research designs, data collection and analysis techniques</u> This module renders a focused perspective on entrepreneurial research, types of qualitative designs and situations they are considered appropriate:</p> <p>The objectives of qualitative research is to:</p> <ul style="list-style-type: none"> • To give students some insights into how qualitative designs can be differentiated from quantitative designs, • Provide knowledge on the scenarios and contexts where qualitative research is considered desirable, • Explain why research designs are critical in the conduct of entrepreneurship research and • Understand qualitative data collection processes and analyses processes <p>This module will focus on the following qualitative designs:</p> <ul style="list-style-type: none"> • Case study • Phenomenology • Ethnography <p>The module will also examined data analyses used in qualitative designs such as:</p> <ul style="list-style-type: none"> • Narrative analysis, • Thematic analysis, • Content analysis and
YEAR 2	
<p>SEMESTER 1 ELECTIVES - 40 CREDITS (Small Business Management; Human Capital Development; Agri-business; Hospitality, Tourism, & Event Management; Engineering Management</p>	<p>SEMESTER 2 - CORE - 40 CREDITS</p>

***Details for each of the elective options given below this table*

Economics for managers (9)

This module aims to develop your understanding of economics both micro and macro that directly affect business conduct.

Business in society (9)

This module provides you with critical tools to sharpen your understanding of key issues in Business Ethics. It enables you to develop your ethical thinking regarding the ethical responsibilities of business. It focuses on economic, environmental, and social sustainability issues and how to respond to sustainability challenges.

The emphasis here is on managing business in an ethically sustainable manner including Environmental and Business Social Responsibility; The “race to the bottom”; The “bottom of the pyramid” – the issue of inequality and market growth; Stakeholder analysis, importance and the response of firms

Entrepreneurial marketing (9)

In order to succeed, a business especially start-ups should work in a coordinated way to use their resources as efficiently as possible. Marketing decisions must reflect the real world circumstances facing the business. To do entrepreneurial marketing an entrepreneur needs to: know how to segment a market; select target markets from the segments and know how to develop a marketing mix for a target market(s), which means understanding and implementing: pricing, communicating to the target market, selling, managing distribution and designing a product (or value proposition).

The module of the programme aims to create marketing entrepreneurs who learn how to position versus the competition – to understand what’s the same, and what’s different; how to test ideas and learn from interaction with the market and with individual customers; how to spot opportunities and act on them; how to do all of the above with almost no money; how to create a mission, vision and message people will follow and believe in even before you have any success; how to build a personal brand and reputation; how to build a personal network; and finally the learners will learn about how to develop an entrepreneur’s attitude to marketing.

Cross-cultural marketing part of this this module focuses on applying marketing principles to customer

	<p>segments in cultural environments other than your own. Studying their needs and preferences, adjusting product attributes to meet their tastes, introducing services that fit their expectations, and other similar customized treatments are effective steps in cross-cultural marketing. Of particular importance, designing and executing a customized and integrated marketing communication program in this context is crucial. As a business expands internationally or penetrates another ethnic consumer segment, promotional messages should be carefully examined and perhaps re-crafted, and communication media be carefully selected to effectively reach the target audience.</p>
<p><u>Quantitative research designs, data collection and analysis techniques (4 credits)</u> The module examines quantitative research designs which are considered appropriate in entrepreneurial studies. Overall, the focus will be on the various quantitative designs, the scenarios and contexts when they are considered appropriate, and the associated data collection and analysis techniques.</p> <p>The module will enlighten students on the following:</p> <ul style="list-style-type: none"> • The criteria of business/entrepreneurship research • Research designs namely: <ul style="list-style-type: none"> ➢ Surveys ➢ Experimental ➢ Quasi-experimental ➢ Cross sectional ➢ Longitudinal ➢ Case studies • Levels of analysis in quantitative research • Quantitative data collection tools • Quantitative data analysis 	<p><u>Year 2 Semester 1 Postgraduate Proposal Writing (4credits)</u> This module enables a student to understand the nature and complexity of writing a proposal at postgraduate levels. The focus of this module will be on the following:</p> <ul style="list-style-type: none"> • How to select a researchable topic • Development of credible concept paper • The conduct of a detailed literature review • Formulation of research questions • Formulation and development of theoretical framework • Development of a conceptual framework • Development of an appropriate supporting methodology • Discussion of research ethics <p>Evaluation of the significance of the research</p>

techniques ➤ Descriptive statistics (mean, mode, median) ➤ Analysis of variance (ANOVA) ➤ MANOVA ➤ Correlation analysis ➤ Regression analysis ➤ Multiple regression	
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YEAR 3	
RESEARCH ON SPECIALISATION AREAS	
80 CREDITS	
SEMESTER 1	SEMESTER 2
Research workshop (2) – <i>academic writing</i>	Research workshop (2) – <i>interpreting and discussing results</i>
Research workshop (2) – <i>questionnaire and interview guide construction</i>	Research workshop (2) – <i>writing your conclusion</i>
Research workshop (2) – <i>data analysis</i>	Research workshop (2) – <i>Research article writing</i>
<p>Research report/ business plan (68)</p> <p>Students plan, develop, and execute a research project related to their specialisation field of entrepreneurial management and present their findings. The development of the project includes lectures about research design, conduct, and data analysis.</p> <p><i>You will complete a report of around 10,000 words. Supervised by a faculty member with relevant experience, you'll investigate in greater detail a subject that you've already studied as part of your programme. It comes in one of the following formats:</i></p> <ul style="list-style-type: none"> • A standard academic dissertation: conducting a piece of primary research; • A business project: a real commercial challenge sourced by you or your department; • A commercially viable business plan. 	