

# Programme Specification 2019/20

## 7259 MSc Business Strategy and Innovation Management

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	1 full year (12 months) following standard progression for a FT student
Accreditation details	Advance Collegiate Schools of Business (AACSB)
Final award	Master of Science
Name of award	Business Strategy and Innovation Management
Interim Exit awards	Postgraduate Diploma, Postgraduate Certificate
FHEQ level of final award	7
UCAS code	N/A
QAA Subject Benchmark or other external reference	Master's degrees in Business and Management
Programme Lead	Dr Shahnaz Ibrahim
Date specification was written	27/11/2012
Date Programme was validated	16/01/2013
Date specification last updated	27/4/2018

## Programme overview

### Brief outline of the programme

The MSc Business Strategy and Innovation Management programme at Southampton Business School has been designed to give students a firm understanding of strategic thinking and the innovation process, and the applications of such in a wide range of organisations.

The Business Strategy and Innovation Management MSc programme aims to meet the needs of those interested in the challenges of developing new products and services. You'll learn about the latest developments in Business Strategy and Innovation Management, including recent trends in responsible innovation as well as service innovation.

Whilst the course is centred on the latest insights from research, it also has a strong focus on how theories and concepts can be applied practically in a 'real world' setting. A wide range of optional modules enables you to deepen your knowledge according to your interests and needs.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

### Learning and teaching

Your understanding of the subjects covered and your ability to use the knowledge and skills gained will be enhanced through a variety of methods and strategies on the MSc Business Strategy and Innovation Management. Some of the key learning approaches that you will experience as a student in the School will include:

**Group work** -Group work provides you with the opportunity to meet and learn to work with many different people through these activities. This is recognised as vital in your development when looking forward to a management role in your future career.

**Case-studies**-Throughout the masters in Business Strategy and Innovation Management degree programme you will be presented with many different business case-studies that reflect the reality of decision-making and problem-solving activities in today's business environment. The case studies are selected to reflect the specific needs of your programme.

**Learning alongside other students**-This will involve you being part of a unit that could have up to 180 or more fellow students. In this environment you may be given the opportunity to discuss a specific problem or complete a task in small groups.

You will also be timetabled to meet in a group of about 20 – 25 students with a teacher for classes/seminars that are designed to follow-up the large group lectures. It is in these smaller groups that you will be set tasks, exercises, problem-solving activities or laboratory work. All modules include formative assessments (e.g. submission of a draft assessment for formative feedback, in-class discussions, peer feedback etc.) which will help students to develop the necessary skills and capabilities prior to summative assessments.

## Assessment

The programme uses a variety of assessment methods including written assignments (essays, reports), presentations, and examinations.

## Educational aims of the programme

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This programme aims to provide you with knowledge about strategic thinking and the innovation process, which you can use for managing the development of new products and services in a wide range of organisations and entrepreneurial contexts. You will learn about the latest developments in Business Strategy and Innovation Management, including recent trends in responsible innovation as well as service innovation management. Whilst the programme is centred on the latest insights from research, it aims to be alert to how theories and concepts can be applied practically in a 'real world' setting. A wide range of optional modules enables you to deepen your knowledge according to your interests and needs.

The aims of the programme are to:

- Understand the key concepts of Business Strategy and Innovation Management and how they relate to 'real world' situations;
- Be aware of recent trends in Business Strategy and Innovation Management based on the latest insights from research;
- Develop knowledge, skills and abilities relevant for managing the development of new products, services or processes in organisations;
- Generate, evaluate and apply new ideas and concepts in Business Strategy and Innovation Management;
- Access opportunities for the development of teamwork, collaboration, communication and planning skills;
- Undertake rigorous, independent research.

## Programme learning outcomes

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### A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

A1. the strategies, concepts and management techniques which are relevant for the development of new products, services or processes in organisations;

A2. how to deal with the complexity of the development of innovations and strategies.

### Teaching and learning methods

You will gain an understanding and knowledge of the strategies, concepts and management techniques for innovation—and strategies how to deal with complexity—through a mixture of lectures, discussions, case studies, simulations, seminars, individual and group practical exercises, reading, and assessed coursework. Since there are different learning styles, this variety of teaching and learning methods supports your individual approach to learning.

### Assessment methods

Knowledge and understanding of the strategies, concepts, and management techniques (including dealing with complexity) are assessed in the respective modules individually. This includes coursework, presentation, examination, or a combination of assessment methods. Some modules have a group work element where marks are awarded as a group, but the larger percentage, or all, of a module assessment would assess the individual. Feedback is offered throughout the programme based upon student contribution to activities, e.g. case studies and practical exercises undertaken in class.

### B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

- B1.** Critically assess the strategic challenges of developing a new product, service or process;
- B2.** Select, apply and critically reflect upon analytical tools and techniques associated with the management of innovation;
- B3.** Think analytically, logically, reflectively, and creatively drawing on theories, concepts and techniques developed in strategy, innovation and cognate disciplines such as entrepreneurship, organisational behaviour or marketing;
- B4.** Conduct independent research in Business Strategy and Innovation Management based on rigorous social scientific research methods.

### **Teaching and learning methods**

You will learn about and practice, theories, concepts, tools and techniques of Business Strategy and Innovation Management through a mixture of lectures, individual and group practical exercises, workshops, case studies and reading. Skills associated with reflection and creativity are developed in most modules, through exercises, case studies, coursework, and discussion groups. Overall, this variety of teaching and learning methods supports your individual approach to learning.

You will learn conducting independent research through a dedicated module on research methods and your work on the dissertation. This three-month dissertation project will allow you to explore a business problem in the area of Business Strategy and Innovation Management in depth. The dissertation involves an extended, independent investigation of a topic of your own choosing and the preparation of a 15,000 word dissertation describing your work. Preparation of a dissertation requires you to: identify a suitable topic for study; design and undertake an appropriate investigation strategy; identify and access useful sources of information; plan and manage an appropriate schedule of work; liaise with your supervisor; write a well presented dissertation.

### **Assessment methods**

Your ability to apply the skills you have learnt is assessed by coursework or examination. You will receive feedback on your progress throughout the programme based upon student contribution to activities, e.g. case studies and practical exercises undertaken in class. The dissertation is a test of your ability to create, on your own initiative, a text which demonstrates a Masters level understanding of a particular issue in Business Strategy and Innovation Management. You will be assigned a supervisor to advise you on how to approach the dissertation work, but it is your responsibility to manage and undertake the necessary work.

## **C. Transferable and generic skills**

Having successfully completed this programme you will be able to:

- C1.** Collect and critically evaluate information from a range of online and offline sources;
- C2.** Communicate ideas and arguments fluently and effectively in a variety of written formats;
- C3.** Communicate ideas and arguments orally and through formal presentations;
- C4.** Work effectively in a team and recognise problems and benefits associated with team working;
- C5.** Manage your time and resources effectively;
- C6.** Use library and other resources effectively, and apply bibliographical skills;
- C7.** Understand and, where appropriate, undertake leadership skills;
- C8.** Use skills in planning and problem solving.

### **Teaching and learning methods**

Most modules develop some combination of the above skills through lectures, individual and group practical exercises, workshops, case studies or reading.

### **Assessment methods**

Some modules will involve an assessed presentation and group work, where you can demonstrate the above skills. Most modules require a written report and the award of MSc requires a 15,000 dissertation. Many modules and the dissertation will require the use of library resources.

## **Postgraduate Certificate learning outcomes**

Having successfully completed the PG Certificate you will be able to demonstrate:

- An overview of the strategies, concepts and management techniques which are relevant for the development of new products, services or processes in organisations;
- An outline appreciation of how to deal with the complexity of the development of innovations and strategies.
- You should be aware that as the PG Certificate is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

## Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate:

- A reasonably comprehensive overview of the strategies, concepts and management techniques which are relevant for the development of new products, services or processes in organisations;
- A reasonably detailed appreciation of how to deal with the complexity of the development of innovations and strategies.

You should be aware that as the PG Diploma is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

## Programme structure

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### Typical course content

The programme may be completed on a full-time (12 months) basis. The first 9 months of the programme involves taught study, divided into two semesters, each followed by examinations. In the following description, the term “module” is taken to mean a discrete component of the programme with its own learning outcomes and assessment requirements. All modules are at Masters level.

### Programme details

The taught component of the programme consists of modules worth 60 ECTS (120 CATS) in total. Of those, 45 ECTS (90 CATS) are compulsory modules and 15 ECTS (30 CATS) are chosen from a list of option modules to suit your individual needs and interests. The Business School provides all modules. All option modules are offered subject to availability and timetabling constraints. The final dissertation project (30 ECTS (60 CATS)) completes the MSc requirement of 90 ECTS (180 CATS) overall (unless compensation applies – see below).

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

### Summary structure of the programme

See Appendix 3

### Assessment mapping

See Appendix 2

### Additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. Costs that students registered for this programme typically also have to pay for are included in **Appendix 4**.

### Progression requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results: Standalone Masters programmes](#) as set out in the University Calendar.

### Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS credits	Minimum ECTS/CATS credits required at level of award
Postgraduate Diploma	at least 60/120	45/90
Postgraduate Certificate	at least 30/60	20/40

## Support for student learning

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There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides;

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University;
- opportunities for extracurricular activities and volunteering;
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal;
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- A dedicated study skills induction programme for new entrants, including an introduction to the library;
- A Faculty student office, as a source of general information;
- A personal tutor system for any kind of study-related or personal advice and support;
- Dedicated Teaching and Learning Co-ordinators to aid with study skills issues;
- Comprehensive Programme Handbooks;
- Module support materials (often in online form);
- Online communication between staff and students;
- Staff-student liaison committee.

## Methods for evaluating the quality of teaching and learning

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You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation surveys for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report
- A national Research Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Higher Education Review by the Quality Assurance Agency for Higher Education

## Career opportunities

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The MSc will provide the students with knowledge and skills, which they can use in a wide range of organisations. This can be a basis for careers in consultancy firms; managerial posts in private sector organisations of all sizes including larger corporations; social enterprises; public-sector agencies; research and academia.

## External Examiner(s) for the programme

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**Name:** Dr Ioannis Thanos

**Institution:** Lancaster University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

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**Please note:** This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at <https://www.sbs.ac.uk/>

As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme [validation process](#) which is described in the University's Quality handbook.

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### Revision History

1. Validated 27/11/12
2. Transferred to new template 26/09/2015
3. Name changed and new code required. 'MSc Strategy and Innovation' [5219] to 'MSc Business Strategy and Innovation Management' [7259] 7/7/2016
4. Transferred to new template 27/02/17
5. Removed Admissions information 27/4/2018

## Appendix 1

### 7259 MSc Business Strategy and Innovation Management learning outcomes mapping document

Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

The Table below relates the Programme Learning Outcomes to compulsory modules. The programme's learning outcomes are developed and assessed (directly or indirectly) on all compulsory modules on the programme. Those modules which focus on, develop, and assess specific learning outcomes are listed below.

Module Code	Module	Cr, Cm, OCr	Knowledge & Understanding		Subject specific Intellectual Skills				Transferable Skills							
			A1	A2	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	C8
MANG6277	Global Strategies for Growth	Cm	X	X	X	X	X		X	X	X	X	X	X	X	X
MANG6280	Sustainable and Responsible Innovation	Cm	X	X	X	X	X		X	X		X	X	X	X	X
MANG6279	Service Innovation Management	Cm	X	X	X	X	X		X	X	X	X	X	X	X	X
ENTR6037	Innovation and Technology Transfer	Cm	X	X	X	X	X		X	X	X	X	X	X	X	X
MANG6281	Current Trends in Strategy and Innovation Management	Cm	X	X	X	X	X		X	X			X	X		X
MANG6392	Qualitative and Quantitative Research (DSIE)	Cm			X	X	X	X	X	X			X	X		X
MANG6095	Dissertation	Cr	X	X	X	X	X	X	X	X			X	X		X

## Appendix 2

### 7259 MSc Business Strategy and Innovation Management assessment mapping document

Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

Module Code	Module Title	Cm, OCr, Cr	Assessment 1	Assessment 2
MANG6277	Global Strategies for Growth (Cm)	Cm	Group presentation 20 minutes (20%)	Case study 3000 words (80%)
MANG6280	Sustainable and Responsible Innovation (Cm)	Cm	Group Assignment 2000 words (20%)	Individual Assignment 2000 words (80%)
MANG6279	Service Innovation Management (Cm)	Cm	Group presentation 30 minutes (20%)	Coursework - (3000 words) (80%)
ENTR6037	Innovation and Technology Transfer (Cm)	Cm	Group Presentation 25 minutes- (20% for group presentation and additional 5% for individual reflection on the learning process associated with group work (500 words) - 25%	Essay 3000 words - 75%
MANG6281	Current Trends in Strategy and Innovation Management (Cm)	Cm	Assignment 3000 words (100%)	
MANG6392	Qualitative and Quantitative Research (DSIE) (Cm)	Cm	Report 3000 words (100%)	
MANG6095	Dissertation (Cr)	Cr	Dissertation 15000 words (100%)	



## Appendix 3

### 7259 MSc Business Strategy and Innovation Management programme structure

All Core and Compulsory modules must be taken. All Core modules must be passed.

You must choose Option modules totalling 15 ECTS/ 30 CATS; 7.5 ECTS/15 CATS in Semester 1 and 7.5 ECTS/15 CATS in Semester 2. All Option modules are offered subject to availability and timetabling constraints.

MANG6095 Dissertation supervision starts in Semester 2 and should be submitted in September.

Semester 1				Semester 2			
Modules	ECTS	CATS	Core, Compulsory or Option	Modules	ECTS	CATS	Core, Compulsory or Option
MANG6277 Global Strategies for Growth	7.5	15	Comp	MANG6095 Dissertation	30	60	Core
MANG6279 Service Innovation Management	7.5	15	Comp	ENTR6037 Innovation and Technology Transfer	7.5	15	Comp
MANG6280 Sustainable and Responsible Innovation	7.5	15	Comp	MANG6392 Quantitative & Qualitative Research Methods (DSIE)	7.5	15	Comp
ENTR6033 Enterprise, Entrepreneurship & New Business Venturing	7.5	15	Option	MANG6281 Current Trends in Strategy and Innovation Management	7.5	15	Comp
MANG6045 Consultancy Skills	3.75	15	Option	MANG6154 Strategic Human Resources Management	7.5	15	Option
MANG6185 Marketing in the Digital Age	3.75	7.5	Option	MANG6278 Global Entrepreneurship	7.5	15	Option
MANG6240 Social Enterprise and Entrepreneurship	7.5	15	Option	MANG6293 Project Management	3.75	7.5	Option
MANG6265 Retailing in the Digital Age	7.5	15	Option	MANG6292 Operations Management	3.75	7.5	Option

## Appendix 4

### 7259 MSc Business Strategy and Innovation Management additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at [www.calendar.soton.ac.uk](http://www.calendar.soton.ac.uk).

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
Approved Calculators		Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Stationery		You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc.). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks		Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source.  Some modules suggest reading texts as <b>optional</b> background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Printing and Photocopying Costs		In most cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student.  The cost of photocopying will also be the responsibility of the student.  <a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a>
Optional Visits		Some modules may include optional visits. You will normally be expected to cover the cost of travel and admission, unless otherwise specified in the module profile.