

## Programme Specification

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### Business Strategy and Innovation Management (2020-21)

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
Accreditation details	Association to Advance Collegiate Schools of Business (AACSB)
Final award	Master of Science (MSc)
Name of Award	Business Strategy and Innovation Management
Interim Exit awards	Postgraduate Certificate Postgraduate Diploma
FHEQ level of final award	Level 7
UCAS code	
Programme Code	7259
QAA Subject Benchmark or other external reference	Master's Degrees In Business And Management 2007
Programme Lead	Shahnaz Ibrahim

### Programme Overview

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#### 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.

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.

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

### 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.

### Assessment

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

## Special Features of the programme

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N/A

**Please note:** 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](#).

## 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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### Knowledge and Understanding

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On successful completion of this programme you will have 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.

### Subject Specific Intellectual and Research Skills

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On successful completion of 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.

## **Transferable and Generic Skills**

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On successful completion of 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.

## **Learning Outcomes**

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## LO1. 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.

## LO2. 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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The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

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.

### Pathway

Part I  
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 (22.25 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 completes the MSc requirement of 90 ECTS (180 CATS) overall.

#### Part I Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
MANG6277	Global Strategies for Growth	7.5	Compulsory
MANG6279	Service Innovation Management	7.5	Compulsory
MANG6280	Sustainable and Responsible Innovation	7.5	Compulsory

#### Part I Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG6281	Current Trends in Strategy and Innovation Management	7.5	Compulsory
ENTR6037	Innovation and Technology Transfer	7.5	Compulsory
MANG6392	Quantitative and Qualitative Research (DSIE)	7.5	Compulsory

#### Part I Core (must take and pass) Semester 2

Code	Module Title	ECTS	Type
MANG6095	Dissertation	30	Core

#### Part I Optional Semester 1

You must choose 7.5 ECTS (15 CATS) in Semester 1

Code	Module Title	ECTS	Type
MANG6045	Consultancy Skills	3.75	Optional
ENTR6033	Enterprise, Entrepreneurship and New Business Venturing	7.5	Optional
MANG6185	Marketing in the Digital Age	3.75	Optional
MANG6265	Retailing in the Digital Age	7.5	Optional
MANG6240	Social Enterprise and Entrepreneurship	7.5	Optional

#### Part I Optional Semester 2

You must choose 7.5 ECTS (15 CATS) in Semester 1

Code	Module Title	ECTS	Type
MANG6278	Global Entrepreneurship	7.5	Optional
MANG6292	Operations Management	3.75	Optional
MANG6293	Project Management	3.75	Optional
MANG6154	Strategic Human Resources Management	7.5	Optional

### Progression Requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes](#) or [Progression, Determination and](#)

[Classification of Results: Postgraduate Master's Programmes.](#) Any exemptions or variations to the University regulations, approved by AQSC are located in [section VI of the University Calendar.](#)

## 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. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- 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 and Employability services, 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 and in the local community (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.

## 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 questionnaires for each module of the programme.
- Acting as a student representative on various committees, e.g. Staff/Student Liaison Committees, School 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.

Further details on the University's quality assurance processes are given in the [Quality handbook.](#)

## 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 Alberto Feduzi - SOAS University of London

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 Academic Tutor in the first instance.

**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 they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

## Appendix 1:

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 also have to pay for:

### Additional Costs

Type	Details
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.
Optional Visits (e.g. museums, galleries)	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.
Printing and Photocopying Costs	<p>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.</p> <p>The cost of photocopying will also be the responsibility of the student.</p> <p><a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a></p>
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	<p>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.</p> <p>Some modules suggest reading texts as optional 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.</p>

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).