

PROGRAMME AIMS AND LEARNING OUTCOMES

The MSc Innovation Management and Entrepreneurship (IME) aims to provide an advanced introduction to the key issues surrounding innovation management and entrepreneurship from the perspective of firms, governments and the global economy. Teaching is provided by the Innovation, Strategy and Sustainability (ISS) subject group of the Alliance Manchester Business School, which comprises one of the largest groups in this area anywhere in the world. The Programme is closely associated with the Manchester Institute of Innovation Research (MIOIR) and the Masood Entrepreneurship Centre. Lecturers on the course have wide expertise ranging from technology evaluation and foresight, policy making and agenda-setting through to areas of emerging and sustainable technologies, digital and service economy and entrepreneurship and are world leaders in research in these fields. Our teaching is research-led and the content of the Programme reflects the research conducted by MIOIR and by the subject group more generally. The strong international research environment informs the course units, offers research opportunities across a wide range of topics and provides a broad outlook for discussion and debate.

INTENDED LEARNING OUTCOMES OF THE PROGRAMME

By the end of the programme, students will have:

- Understand the challenges of innovation from the perspective of a broad range of sectors, including services and creative industries
- Understand how new business models can nurture responsible innovation, and the challenges of innovation for environmental sustainability
- Learn how to research a technology, company, sector or country case in order to answer key questions about innovation management, strategy, policy or future trends
- Learn how the innovation process works, how firms successfully manage innovation and how new innovative products get to the market
- Appreciate the challenges and opportunities created by emerging technologies and the social and economic changes that can accompany them
- Gain knowledge of techniques widely used in the management of innovation and entrepreneurship and develop practical skills in their application