



# Management and Entrepreneurship

## MSc

**Our Management and Entrepreneurship MSc will teach you how to start your own business, to grow a family business or to innovate inside an existing organisation. It is suitable for graduates from all backgrounds and will provide you with the management skills, entrepreneurial qualities and networking opportunities to enable you to start and run businesses effectively and imaginatively.**

Cranfield has been working with ambitious entrepreneurs for over 50 years. Our entrepreneurship offering embraces research, teaching, entrepreneurship events and networks, technology transfer and business incubation. We support owner-managers to launch and grow their businesses, teach you to write business plans and to understand how investors make decisions, and help our researchers to convert technology breakthroughs into commercial success. You will get together with like-minded people at our entrepreneurship club, pitch your business ideas at competitions, and meet entrepreneurs and investors via speaker and networking events.

You will have access to ongoing support including the Cranfield Entrepreneurship Association, Cranfield Accelerator Network for Entrepreneurs, Cranfield Business Angel Network and the Cranfield Business Incubation Unit. You will also have the opportunity to participate in a range of extracurricular events and initiatives, including Cranfield Venture Programme, Wednesday Business Lecture Series and Start-up Weekends.

### Course structure

The course comprises 12 core modules. This enables you to tailor the course to suit your personal career plan. You will have the opportunity to participate in pitches and competitions, which teach practical entrepreneurship skills, including preparing investment pitches and management consultancy. You will also have the opportunity to work with accomplished entrepreneurs, and on real-world international problems, to support your learning.

### Individual thesis project

The culmination of the learning process is your opportunity to develop a comprehensive business plan, or undertake a research project on an entrepreneurial business issue for an organisation, as an individual thesis project. You will apply your management knowledge and skills to real-life situations and demonstrate your ability to research issues, evaluate data, apply tools and techniques to solve management problems and write a report.

### Future career

95% of School of Management students were employed within three months of graduation\*.

The Cranfield Career Development Service offers a comprehensive service to help you develop a set of career management skills that will remain with you throughout your career. During your course you will receive support and guidance to help you plan an effective strategy for your personal and professional development, whether you are looking to secure your first management role, or wanting take your career to the next level.

\*based on data we hold from our latest School of Management Employability Survey.

### Example modules

#### Compulsory:

- Entrepreneurship,
- Entrepreneurial Finance,
- Managing Business Growth,
- Managing Operations,
- Strategic Management,
- Disruptive Innovation,
- Organisational Behaviour: Application,
- Marketing Management,
- Accounting and Finance,
- Social Entrepreneurship,
- Corporate Entrepreneurship,
- Family Business Management.

#### Duration:

MSc: Full-time - one year.

#### Start date:

September 2020.

#### Location:

Cranfield Campus.

#### Delivery:

Taught modules 60%; individual thesis project 40%.

#### Entry requirements:

We welcome applications from talented candidates of all backgrounds and a degree is not always necessary. Usually candidates must hold either a first or a second class UK honours degree in a relevant discipline, or international relevant degree - equivalent of UK qualifications.

Candidates who do not meet these criteria may be considered if they have a minimum of three years relevant work experience.

If you are currently studying at a Chinese university, please view our specific entry requirements for further study at Cranfield School of Management at: [www.cranfield.ac.uk/about/international-students/a-to-z-of-countries/china](http://www.cranfield.ac.uk/about/international-students/a-to-z-of-countries/china).

### Contact details

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For further information please visit

[www.cranfield.ac.uk/som/mscmims](http://www.cranfield.ac.uk/som/mscmims)