

## MSc / MRes / PgDip E-business and Innovation 2008-2009

E-business raises new technological, economic and managerial challenges for businesses and public and private sector organizations.

Birkbeck is a pioneer in E-business. The post graduate diploma was first launched in 1999, and extended into MSc in E-commerce in 2000. We are currently modernising our e-business programmes in according with the changing market needs and in October 2008 the Department of Management will launch a range of more specialized degrees in E-business and Innovation.

- **MSc (*Master of Science*) E-business and Innovation**
- **MRes (*Master by Research*) E-Business and Innovation**
- **PgDip (*Post Graduate Diploma*) E-Business and Innovation**

All programmes will be available by both full time and part time study.

Please find the programme structures below:

### **MSc (*Master of Science*) E-business and Innovation**

Total: 8 taught courses plus a dissertation

5 core elements

- Research Methods 1
- Principles of organization and management
- The Economics and Governance of Innovation and Institutions
- E-business: Strategy and Policy
- Intellectual Capital and Competitiveness

2 targeted options from a selected mix of modules:

- Innovation: Management and Policy
- Innovation Systems, Networks and Social Capital
- Social Networks in the Information Society
- Entrepreneurship and Innovation
- The Creative Industries and the Knowledge Economy

Plus

- 1 free option (can be taken from within or outside the above MIX)
- Dissertation MSc E-Business and Innovation (15000 words)

### **PgDip (*Post Graduate Diploma*) E-Business and Innovation**

Total: 8 taught courses

Same structure as the above MSc E-Business and Innovation, but without the dissertation

## MRes (*Master by Research*) E-Business and Innovation

Total: 6 taught courses plus a larger dissertation

- Research Methods in Management I
- Research Methods in Management II
- Principles of Organization and Management
- The Economics and Governance of Innovation and Institutions
- E-business: Strategy and Policy
- Intellectual Capital and Competitiveness
- Dissertation MRes E-Business and Innovation (25000 words)

### Is this a course for you?

The E-business and Innovation programmes are designed for graduates who wish to develop a thorough understanding of the importance of innovation for rethinking management, business strategy, corporate assets, intellectual property rights, institutions, organizations and firms in a globalised e-business world. The programmes equip students with theories, principles and tools for analysing and coping with issues of e-business and innovation in a changing business environment. It is relevant for those who aspire to become managers, business analysts, industrialists, or deal with policy making.

The Department of Management at Birkbeck is a recognize centre for research and education in the areas of innovation, governance, international business and public policy.

We promise e-business students: An academic culture of a world-class research university; a prestigious University of London qualification in e-business; inspirational teaching motivating you to rethink e-business and gain cutting edge profound understanding of the managerial, economic and technological challenges e-business raises for businesses, and public and private sector organizations.

### How to apply?

All applicants need to complete an application form:

- Online applications: [http://www.bbk.ac.uk/study/all\\_courses/applyonline.html#E](http://www.bbk.ac.uk/study/all_courses/applyonline.html#E)
- Downloadable application form (PDF): <http://www.bbk.ac.uk/study/pgform.pdf>

Applicants must include two references.

### Inquiries

If you have any inquiries you can contact the post graduate administrator Ms. Kaoru Komaki via email [k.komaki@bbk.ac.uk](mailto:k.komaki@bbk.ac.uk) or 0207 631 6775

Alternatively, you can contact the E-business and Innovation Programme Director via email:

Dr. Birgitte Andersen

Reader in the Economics and Management of Innovation

EMAIL: [b.andersen@bbk.ac.uk](mailto:b.andersen@bbk.ac.uk)

<http://www.bbk.ac.uk/manop/management/staff/andersen.shtml>

**Birkbeck provides a cosmopolitan academic environment at the centre of one of the world's greatest cities.**

We are dedicated to supporting our students so that they are able to achieve their academic aspirations.

Since 1999, 286 students have graduated from Birkbeck's B-business programmes



**Page Sands, MSc E-business and Innovation (2007)**

As a full-time international student, it was important to Page that he could study for his MSc in a world-class research environment. "I had heard about Birkbeck's reputation in America and I wanted to study in an internationally respected setting," he says.