

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	Postgraduate Certificate Business Innovation				
4	Programme Code(s)	TPCBUSIN_C				
5	UCAS code	N/A				
6	Home Department	Management				
7	Exit Award(s)	N/A				
8	Duration of Study (number of years)	One year				
9	Mode of Study	FT		PT	X	DL
10	Level of Award (FHEQ)	7				
11	Other teaching depts or institution	N/A				
12	Professional, Statutory Regulatory Body(PSRB) details	N/A				
13	QAA Benchmark Statement	N/A				

14	Programme Rationale & Aims
	<ul style="list-style-type: none"> • The business innovation programme is 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, organisations, firms, entrepreneurship and globalisation in a changing world. • The specific rationale of the PG Cert programme is to offer a set of modules about related topics (innovation, entrepreneurship, digital business and the knowledge economy) which is attractive to students who are interested in business innovation but not willing to commit themselves to study a full degree. The programme also caters for students who are interested in a postgraduate award with a clear focus on specific issues related to business innovation without having to do a dissertation and the related research methods training module. • The module aims to provide basic understanding and knowledge of innovation and entrepreneurship as well as the fundamentals of the digital economy. Focus is partly on concepts and theories as well as practical skills and knowledge required to design and implement effective and successful innovation strategies in the digital economy.

15	Entry Criteria
	<ul style="list-style-type: none"> • Normally at least a second-class honours degree in any subject area from a UK university or a non-UK equivalent; other qualifications will be considered. • Non-native English speakers need to provide proof of English language ability: A minimum IELTS score of 6.5 (with a minimum of 6 in the sub-tests) and provide the

	<p>certificate.</p> <ul style="list-style-type: none"> • A professional or other qualification obtained by written examinations approved by the College. • Relevant experience, supporting statements and references may be taken into consideration, especially in the case of non-standard applications.
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16	<p>Learning Outcomes</p> <p><i>On successful completion of this programme a student will be expected to be able to:</i></p> <ul style="list-style-type: none"> • describe, assess and analyse a range of managerial, structural and strategic characteristics of business innovation in various contexts. • apply key theoretical models from studies of innovation, entrepreneurship and organizational change in the context of business innovation. • critically assess evidence and arguments in academic literature • review academic literature in the context of independent written coursework.
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17	<p>Learning, teaching and assessment methods</p> <p>The principal methods of teaching and learning include:</p> <ul style="list-style-type: none"> • Lecturing • Directed reading • Class discussion of research articles • Small group and class discussion of case studies linking theory and practice • Student-led seminars and presentations • Supervised individual assignments • Supervised group exercises • Online learning through Moodle: Students have access to Moodle where all information and materials relating to their programme of study and modules are available. Students will also have access to the Birkbeck Library and e-Library where they can obtain books and journal articles that are required for their studies. We offer a range of student support and study facilities. <p>Assessment methods:</p> <p>The learning outcomes determine the method of assessment for each module of the programme. The assessment of most modules that form the PG Cert programme is by a combination of coursework (of various forms) and an unseen formal, written examination at the end of the Autumn term or during the Summer term. The marks awarded for the coursework and examination are combined together in a 25%:75% ratio.</p> <p>The exams provide a rigorous test of the core knowledge, understanding and analytical skills of students and encourage careful revision and the consolidation of core learning in general and specific subject areas in particular.</p> <p>The coursework aims at the development and assessment of students’ critical understanding of academic knowledge and process-based research skills. All coursework assess the ability of students to take responsibility for their own learning and time management; to search for information; and to carry out work to set deadlines. They test a number of subject-specific, and other intellectual, practical and personal and social skills to include inter alia: the ability to locate, extract and analyse qualitative and quantitative data</p>
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	<p>from different sources as a basis for decision making and justification of resource deployment; the ability to construct an argument in written English; to critically evaluate arguments and evidence; to critically appraise existing views and debates; and the ability to describe and justify international management and business decisions.</p> <p>Apart from providing quantitative assessment, coursework provide opportunities for detailed qualitative feedback to students, thus enhancing the learning process on a regular basis throughout the programme. Coursework take the form of written exercises and essays which are used to assess the ability to work through quantitative and qualitative problems; construct an argument in written English; critically evaluate arguments and evidence; appraise existing views and debates; and assess the ability to describe and justify management and business decisions.</p> <p>All assessed work is marked in accordance with the Common Awards Scheme. The criteria are linked explicitly to the learning outcomes, and distinguish clearly between the achievements required for each range of marks in the distinction, merit, pass and fail categories.</p>
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18	Programme Description
	The programme consists of three compulsory modules and an optional module chosen from a closed list of modules.

19	Programme Structure			
Part-Time programme				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	MOMN043H7	Innovation: Management and Policy	15	Compulsory
7	MOMN042H7	Innovation Systems: Networks and Social Capital	15	Compulsory
7	MOMN073H7	Entrepreneurship and Innovation	15	Compulsory
7		Option module – from closed list, see below	15	Optional
Indicative list of modules for closed options:				
7	BUMN154H7	Blockchain Technology and Its Impact on Innovation, Management and Policy	15	Optional
7	BUMN100H7	Digital Business	15	Optional
7	MOMN061H7	Digital Creativity and New Media Management	15	Optional
7	MOMN038H7	Intellectual Capital and Competitiveness	15	Optional

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

20	Programme Director	Klaus Nielsen
21	Start Date (<i>term/year</i>)	Autumn 2016
22	Date approved by TQEC	Summer 2016
23	Date approved by Academic Board	Summer 2016
24	Date(s) updated/amended	May 2019