Aston University

PROGRAMME SPECIFICATION
(2012-13)

Programme Title	Industrial Enterprise Management
UCAS/JACS Code	
School/Subject Area	Engineering & Applied Science/Engineering Systems and Management
Final Award	MSc
Interim Awards	Postgraduate Certificate, Postgraduate Diploma
Mode(s) of Study	Full-time and part-time on campus
Normal Length of Program	FT: 12 months PT: 24 months minimum, up to 3 years allowed by the University
Total Credits	Certificate 60, Diploma 120, MSc 180
Programme Accredited By	Chartered Management Institute
Dates Program Specification Written and Revised	01/07/06, 1/07/07, 01/07/08, 1/09/09, 01/10/10, 21/9/11

Education Aims of the Programme	To develop the management and leadership skills of practising engineers. Particular emphasis is placed on taking a strategic view of business and how, most effectively, to work with and lead a diverse range of people who represent the business stakeholders. The course aims to enable the students to define better their roles in an engineering business and, through a study of the entrepreneurial process, be ready to start an engineering / technology business of their own. The MSc Project will provide an opportunity for the students to link the taught modules to a practical issue; where possible, through industrially-linked projects. To ensure relevance by maintaining and enhancing the Universitys links with business, professional and public sector organisations. To enhance life long learning skills and personal development to enable students to work with self direction and contribute to business and society at large. To be regarded as one of the top 10% of postgraduate programmes in the UK.
Relevent Subject Benchmark Statements and other External and Internal Reference Points used to inform programme outcomes	• Quality Assurance Agency (QAA) Benchmarking Statement in Business and Management for Masters level programmes • Framework for Higher Education Qualifications (FHEQ) • Quality Assurance Agency (QAA) Codes of Practice • Mapping against the Chartered Management Institute Diploma in Strategic Management and Leadership has informed development of the programme

Programme Structures and Requirements: Levels, Modules and Credits Stage F (inc. Placement)				
Module Title	**Credits**	**Level**	**Module Code**	**Core**
Entrepreneurial Strategies	15	7	BSM911	YES
Strategic Finance	10	7	EM4001	YES
Strategic Management	10	7	EM4002	YES
Project Management	10	7	EM4003	YES
Management of Change	10	7	EM4005	YES
Human Resource Management	10	7	EM4012	YES
Strategic Marketing	10	7	EM4017	YES
Research Methods	15	7	EM4019	YES
Major Project	60	7	EM4020	YES
Corporate Social Responsibility	10	7	EM4022	YES
Management in Engineering Enterprises	15	7	EM4023	YES
Logistics and Transportation	10	7	EM4031	YES
TOTAL	180			

Programme Outcomes, Learning and Teaching and Assessment Strategies			
Knowledge and Understanding			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	**Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated**	
		Learning and Teaching Methods	**Assessment Methods**
1	Strategic decision-making/policy and practice in the context of the business environment locally, nationally and internationally	Lectures: • convey essential knowledge • provide guidance to students on effective use of learning materials Case Studies To make connections with real life scenarios Guest Lectures To share experiences and link study with organisations Group Activities/Discussions To explore issues , share ideas and develop understanding Presentations To organise research materials and proposals, communicate outcomes and share understanding. Videos To bring to life and help develop understanding of key issues	Examinations: • to assess learning outcome • to test students ability to marshal information concisely and accurately within a limited time Written assignments: Essays and Reports • to assess learning outcomes • to assess ability to marshal information and present an argument Presentations • to assess learning outcomes Learning journal • to reflect on progress with developing knowledge and understanding
2	The contribution of wider aspects of business areas, to be able to integrate engineering strategy / policy and practice with business and organisational strategy.		
3	Theoretical and applied perspectives of Industrial Enterprise Management		
4	Specific areas of industrial enterprise management through the study of specialist modules. These areas include; project management, entrepreneurial strategies, logistics and transportation, marketing and change management		
5	An appreciation of the importance of sustainability and corporate social responsibility in business today		

Intellectual Skills			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	**Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated**	
		Learning and Teaching Methods	**Assessment Methods**
1	Demonstrate a high level of intellectual and analytical skills, and, through intensive postgraduate study, have acquired and developed understanding of Industrial Enterprise Management subjects.	Tutorials: • to provide support to student learning • project supervision to help students develop research and analytical skills • Case studies • to develop assessment, reasoning, decision making and problem solving skills	• project work to assess analytical and research skills • learning journal to reflect on progress with developing intellectual skills • Written assignments to assess range of intellectual skills
2	Demonstrate competence in synthesis, critical reasoning, evaluation and decision-making.		
3	Critically assess and engage with business and management problems within the engineering industry to develop problem solving skills.		

Professional Skills			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	**Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated**	
		Learning and Teaching Methods	**Assessment Methods**
1	Apply principles, models and theories in the working environment.	• Visiting speakers from industry who connect theoretical studies with practical experience • Case studies are used extensively to allow students to discuss real life scenarios • Role play is used to help students learn how to deal with real life scenarios	• pletion of workshops • Completion of learning journal recording examples of Continuous Professional Developme
2	Demonstrate practical skills in IEM through active learning		
3	Demonstrate the knowledge and skills required for practitioners in IEM e.g negotiating skills, planning skills, presentation, leading & influencing skills and consultancy skills.		

Transferable Skills			
	On successful completion of their programme students, are expected to have knowledge and understanding of:	**Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated**	
		Learning and Teaching Methods	**Assessment Methods**
1	IT and computing skills	• Group working skills via case studies and syndicate group activities • Computer and IT skills • Research skills through individual modules and the final project. Within this planning, communication and time management skills	• Report writing assignments • Group and individual presentations (formatively and summatively assessed) • IT and quantitative skills assignments • Dissertation • Examinations using essays, case studies and short answer questions • Learning journal to reflect on development of transferable skills
2	Report writing skills		
3	Presentational skills		
4	Communication and team working skills		
5	Competency in understanding relevant statistical analyses and financial reports		
6	Research skills		
7	Enhanced personal skills and self-confidence in order to optimise career prospects.		
8	Ability to apply and integrate their key skills and competencies by undertaking a work based dissertation		

Entry Requirements	**Direct Entry:** • A minimum 2:2 UK honours degree or an overseas degree recognised by Aston or • A degree-equivalent professional qualification The degree should be in an engineering or technical subject or be a business degree with a high level of quantitative skills **English Language Requirements (for candidates whose first language is not English):** • Evidence that an Undergraduate degree was taught mainly or entirely in English or • A TOEFL score of at least 600 (paper-based with TWE of 4.5) or 250 (computer-based with TWE of 4.5) or 100 (internet-based with minimum 23 in writing and speaking and 20 in reading and listening). • An IELTS score of 6.5 overall with no less than 6.5 in writing and speaking and 6.0 in listening and reading. • Candidates with TOEFL 580 (paper-based with TWE of 4.0), 237 (computer-based with TWE of 4.0) or 92 (internet-based with 22 minimum in writing) or above, or IELTS 6.0 overall with no less than 6 in writing and speaking and 5.5 in listening and reading may be admitted subject to attendance at and satisfactory performance in a 6 week pre-sessional course. • Candidates with TOEFL 560 (paper-based with TWE of 3.5), 220 (computer-based with TWE of 3.5) or 83 (internet-based with minimum 21 in writing) or above, or IELTS 5.5 overall and no less than 6.0 in writing and 5.0 in any other section may be admitted subject to attendance at and satisfactory performance in a 10 week pre-sessional course. • Candidates with TOEFL 540 (paper-based with TWE of 3.0), 207 (computer-based with TWE of 3.0) or 76 (internet-based with minimum 20 in writing) or above, or IELTS 5.5 overall and no less than 5.0 in any sectiond may be admitted subject to attendance at and satisfactory performance in a 15 week pre-sessional course. • A GMAT of 550 minimum may be required

Programme Regulations	**Attendance requirements:** The course has a duration of 12 months full-time or up to 5 years part-time. Students are required to attend all sessions as specified for the course. **Requirements for the award of qualifications:** The programme consists of 120 credits of taught modules plus an MSc project. The requirements for awards are as follows: The minimum pass mark for modules and for the project is 50%. Masters degree: 180 credits in total. The project must be passed (60 credits) and 120 credits must be gained from taught modules. Diploma: 120 credits in total must be gained from the taught modules. Certificate: 60 credits in total must be gained from taught modules. The project is not required for the award of Certificate. A student enrolled for the Diploma or Certificate may apply for transfer to the Masters programme once 4 modules have been completed at a standard which meets the requirements of the Masters programme

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review**. Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.