

# Welcome Week Handbook

MSc Entrepreneurship &  
Innovation Management

Cardiff School of Management

Academic year  
2022/2023



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

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# Introduction

## Welcome Message

Starting University is very exciting. We have put together a series of activities and events to help you settle into your academic programme and get to know the University, your course and your new colleagues.

The aim, therefore, of Welcome Week is to provide you with an opportunity to get involved with your chosen course of study right from the start.

During Welcome Week you will be involved in a range of inquiry-based projects (please see the section on programme activities and projects for more details) designed to provide you with a taste of what you can expect during your studies at Cardiff Met.

## Welcome Week Objectives

During Welcome Week you will be required to:

1. Meet your Programme Director, teaching team and the rest of your cohort
2. Attend social activities and events on campus or online
3. Engage in a research-based task
4. Complete a problem-solving activity



## Programme Director

Dear Student

Greetings! As Programme Director, I am delighted that you are joining the Management School and the MSc Enterprise and Innovation Management – we as the teaching team really look forward to helping you go from success to success.



You have been offered a place because we believe you want to make something of yourself through a commitment to learning, curiosity, hard work and a little fun. You will find no shortage of opportunities for fun here in the remarkable capital city of Cardiff! Many of the staff at CMU reside in Cardiff and I am sure will be happy to share their own special places in the vicinity.

You will start the journey of a lifetime by studying with us at Masters Level. You will find that it is a journey where a combination of your creative potential, energy and ambition to make a difference will give you a real edge in the outside world.

You will find that you are living and working in a stimulating environment with lecturers and tutors who will bring their enthusiasm, skills and hard-won knowledge to your teaching and learning. You will know that our courses are benchmarked against the best of those offered by modern universities in the UK and tested with major employers and leading professional institutes for real world relevance.

While you are here, you will be provided with every opportunity to build up a CV that is attractive to employers and investors. In today's market place, they are looking not only for 'technical' skills but also the leadership, creativity, innovation, people and communication skills that virtually all good jobs demand.

I look forward to seeing and working with you when you arrive.



# Essential Information

## Programme Details

The programme is offered as a one-year, full-time programme and three years, part-time programme. The programme is modular in design. To obtain MSc Entrepreneurship and Innovation Management, each student will be required to successfully complete a total of 180 credits; this is comprised of six 20 credit taught modules and then students have a choice between a Dissertation, or an Enterprise & Innovation Project, which are each worth 60 credits.

The taught element for the full-time programme is offered over two Semesters, where students will study three/four modules in Semester 1 and three/four modules in Semester 2 depending on the intake. The students will complete their final project/dissertation in Semester 3. The standard School Semester duration is normally 12 weeks. Part-time students will follow the same structure as the full-time programme; however, they would select modules as appropriate to their own pace of learning.

A 20-credit module represents 200 hours of student effort, while the 40 credit module represents 400 hours of student effort. To achieve the Master's level qualification, students must achieve 180 credits at Level 7.

The overall mark for the master's level qualification shall be calculated on the basis of the average of the marks for all modules weighted according to the credit values of those modules. A student may achieve a Master's degree with Distinction if he/she has achieved an overall mark of not less than 70%. A student may achieve a Master's degree with Merit if he/she has achieved an overall mark between 60% and 69%.

A candidate who is admitted to the Master's scheme but is subsequently unable to achieve the full Masters level qualification may be awarded as follows:

Credits at Level 7

Candidates may exit with:



Not fewer than 60                      Postgraduate Certificate  
 Not fewer than 120                  Postgraduate Diploma and  
 120 Credits                              Certified Digital Marketing Associate (CDMA) from DMI

**Semester 1:**

Module Code	Module Title	Term*
<b>COMPULSORY</b>		
EIM7002	Entrepreneurship, start-up and growth	S1
EIM7003	Innovation Management	S1
EIM7004	Business Planning and Control	S1
<i>Award – PG Certificate – 60 credits</i>		

**Semester 2:**

Module Code	Module Title	Term*
<b>COMPULSORY</b>		
MKT7003	Modern Marketing Research	S2
MSM7044	In Search of Creativity, Innovation and Difference	S2
MSM7040	Business in a Global Economy	S2
<i>Award – PG Diploma – 120 credits</i>		

**Semester 3:**

Dissertation/ Project Module Code	Module Title	Term*
<b>OPTIONAL</b>		
EIM7001	Dissertation	S3
EIM7000	Enterprise & Innovation Project	S3
<i>Award – Masters Degree – 60 credits</i>		
<b>Final Award – MSc Entrepreneurship and Innovation Management</b>		

## Part-Time Students

Whilst full-time students should participate in everything, we recognise that you may not be able to do so because of your other commitments, and we understand this.

Talk with your Personal Tutor about which activities will be most valuable for you and see what you can manage. You will be welcome to join in all events during the week, as and when



you can. Do, though, ensure that you have registered, and done the required paperwork before attending any events.

## International Students

We understand that international students will have many obligations and paperwork to complete when they arrive in the U.K and The Global Student Advisory Service offers support to international students at Cardiff Met by providing support pre-arrival and throughout their studies.

### Global Student Advisory Support

[International - Welcome \(sharepoint.com\)](#)

[Global Student Advisory Service International Welfare Advice](#)

[International Academic Advice International Academic Advice](#)

### Global Student Advisory Contacts

Welfare Advice – [intstudentadvice@cardiffmet.ac.uk](mailto:intstudentadvice@cardiffmet.ac.uk)

Immigration Advice - [immigrationregs@cardiffmet.ac.uk](mailto:immigrationregs@cardiffmet.ac.uk)

International Academic Advice – [intacademicadvice@cardiffmet.ac.uk](mailto:intacademicadvice@cardiffmet.ac.uk)

It is also important that you attend the activities planned for your course during Welcome Week, so you get to meet your Programme Directors, Tutors and the rest of your cohort. This will help you to settle into your new environment and make new friends.



# Welcome Week

## What to expect

During the week you will complete a small inquiry-based project, which you will undertake with a group of other new students from your programme, supported by academic and technical staff and an existing student or two.



At the end of the week, we will also give you some feedback on the strengths of your group's approach, sharing and celebrating what we have discovered together.

There will be an introduction to your new School and Programme and lots of fun activities to help you meet new people.

You will also need to complete a bit of administration, check-in so that we know who is doing what and when, complete any outstanding registration matters, pick up University ID and Students' Union cards, complete papers to help ensure your safety, and touch base with any specialised support services that you need.

## Here's what Cardiff Met students enjoyed about Welcome Week

*"Helped me settle in and took the pressure off travelling to a new place"*

*"The group projects to find out about our peers was a nice way of getting to know everyone"*

*"Helpful to chat informally to the Programme Director and chat about random things to help settle in"*





## Programme Activities and Projects

Please read Chapters 1- 4 from Paul Burns textbook “Entrepreneurship and Small Business”.

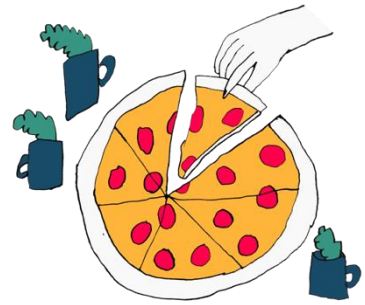
Think of at least 3 business ideas that you may wish to pursue over the next 10 years.

Why do you feel that the idea will be successful?

Who is your customer?

Where is your market?

How much finance is required?



## Social Activities

You will find information about activities planned through your course in the induction week timetable included in this guide.

Please check the information from the Student's Union for any additional social activities running throughout the week.

## Freshers' Fayre

The Freshers' Fayre, organised by the [Students' Union](#), is your first chance to meet to all our SU Societies, SU Sports Teams and of course a chance to grab all manner of freebies from our commercial partners! The fayre is an all-day event taking place on Wednesday 21/09/2022 within [NIAC on the Cyncoed campus](#)! It is one of the highlights of the Freshers calendar and one of the only times during your university journey that every student from all Cardiff Met schools will be in the same place!

Head over to the [Cardiff Met Students' Union website](#) for up-to-date information on events, societies, support and more.





**croeso welcome** **induction week timetable**

<p>MONDAY 26<sup>th</sup> Sept Dydd Llun 26th Medi</p>	<p>TUESDAY 27<sup>th</sup> Sept Dydd Mawrth 27h Medi</p>	<p>WEDNESDAY 28<sup>th</sup> Sept</p>	<p>ThTHURSDAY 1st Oct ThDydd Iau 1<sup>st</sup> Hydref</p>	<p>FRIDAY 2<sup>nd</sup> October Dydd Gwener 2nd Hydref</p>
<p>Please ensure you have downloaded Microsoft Teams and have a look on the Moodle pages for your modules and the course.</p>	<p><b>10am – MSc Induction</b> Introduction to the course Introduction to the team Covering summer brief and how it links into modules Icebreakers.</p> <p><b>2pm Masterliness</b> introduction to level 7 study. Explaining your timetable</p>	<p>9.00 – 15.00 Freshers Fayre  Social Activities (on campus)</p>	<p>Opportunity to work on summer brief and pre-reading / content for modules in advance of teaching next week.</p> <p>Personal meetings with personal tutors. These will be arranged on a one to one meeting</p> <p><b>2pm PD coffee drop in and support</b></p>	<p>Opportunity to work on summer brief and pre-reading / content for modules in advance of teaching next week.</p>



## Personal Welcome Week Checklist

During Welcome Week you need to make sure that you have completed the following tasks:



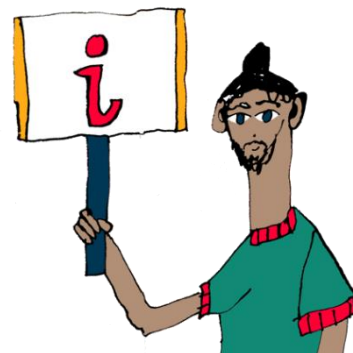
- Complete enrolment process
- Collect student ID card
- Attend programme activity session
- Attend some social events on campus/online
- Attend Fresher's Fayre
- Meet your Programme Team
- Take part in the Met Mile Walk
- Familiarise yourself with the Library and Student Support Services



# Useful Information

## New Students Information

The [Course Joining Information website](#) has lots of useful information to help with your planning. Simply select your level of entry on the website to find out more and access your important joining information.



## Student Services

[Student Services](#) provide support and guidance, including counselling and mental health, disability support, and money management.

## SU Welcome Guide

An interactive guide to help you navigate your journey into and throughout your university life. Take the tour and enjoy each section designed to help you get to know Cardiff Met.

[What you need to know before you go](#)

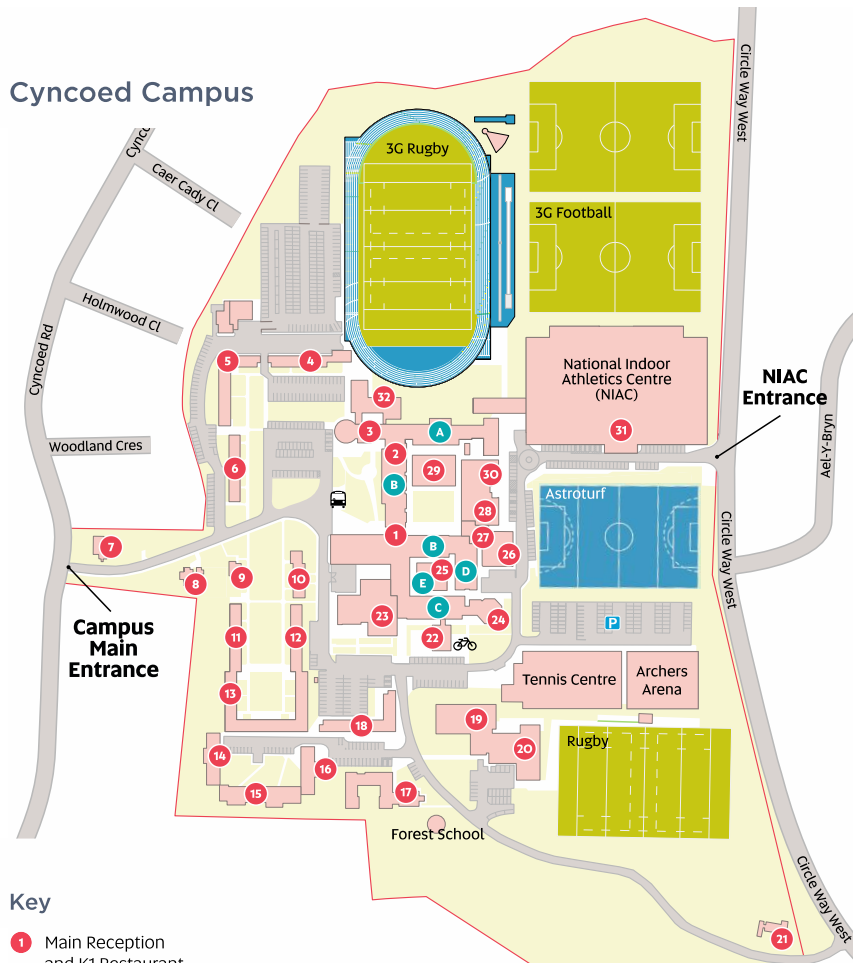


## Academic Calendar 2022/23

[Academic Calendar 2022/2023](#)



# Campus Map



## Key

- |                                    |                            |                     |
|------------------------------------|----------------------------|---------------------|
| 1 Main Reception and K1 Restaurant | 14 Stuttgart (Halls)       | 27 The Bench Cafe   |
| 2 Lecture Theatre 4                | 15 Baltimore (Halls)       | 28 Russell Rees Gym |
| 3 Learning Centre                  | 16 Nantes (Halls)          | 29 V Block          |
| 4 Stradling (Halls)                | 17 Queenswood              | 30 Syd Arron Gym    |
| 5 Herbert (Halls)                  | 18 Neville (Halls)         | 31 The Track Cafe   |
| 6 Fitzhamon (Halls)                | 19 Sports Hall             | 32 i-Zone           |
| 7 Bungalow (Halls)                 | 20 Pool                    | P Parking           |
| 8 College House                    | 21 Athletes House          | 🚲 Bike Rack         |
| 9 Thomas House (Halls)             | 22 Lecture Theatre 1 and 2 | 🚌 Bus Stop          |
| 10 Warwick House and Halls Office  | 23 Student Union           |                     |
| 11 Clare (Halls)                   | 24 Dance Studio            |                     |
| 12 Bute (Halls)                    | 25 Research House          |                     |
| 13 Ellis (Halls)                   | 26 Gym Studios             |                     |

