MBA in Entrepreneurship & Innovation
Offered at Wittenborg's Amsterdam Campus

Introduction

The Entrepreneurship & Innovation specialisation is for students who follow the Master of Business Administration (MBA) programme at Wittenborg, and are looking to advance their careers in management, or embark upon a new entrepreneurial pathway.

An MBA-qualified Business Administration graduate is specifically able to manage a number of complex and integrated business operations within an international or a local setting, at both a tactical and strategic level, using skills and competencies that require a capability of inter-disciplinary thinking. These Business Administrators will show the ability to combine solid research and critical analysis skills to develop an organisation's corporate strategy within its business and cultural domain.

Who is this programme for?

The MBA Entrepreneurship & Innovation programme is in particular suitable for students who aspire to a career in the innovation and strategic change management sector or department, to make the leap into new business and management roles from an existing position, or to prepare to enter a new role managing a new or existing business, either as an entrepreneur or as an intrapreneur. An entrepreneur in business can fulfil two main functions: the driver of new business ventures (entrepreneur), or the driver of innovation and change within existing business (intrapreneur).

Course Content

The Wittenborg MBA is delivered in a 'block format', with 2 modules being covered every 6 weeks. The modules are delivered intensively over consecutive days, which means that each module has 6 days of teaching, split into two blocks of 3 days. The classes are inter-disciplinary - students study shared modules in semester 1 with MBA students from different specialisations.

Due to the rolling entry (6 times a year), classes are dynamic, highly international and diverse. Teaching methods include group work, case studies, presentations, and live projects. The course is delivered through a variety of approaches including lectures, presentations, tutorials and case studies, with an emphasis on interactive learning. Students acquire research skills, which they can apply to academic or industrial projects.

Each module is taught by two lecturers, often a full-time Wittenborg lecturer and a guest lecturer from a partner university. Modules include regular guest speakers from industry.

Core MBA modules address key issues of Marketing Management, Operations Management, Human Resource, and Management Accounting and Finance. The MBA Entrepreneurship and Innovation specialisation modules include Strategic Management, International Corporate Sustainability, and Innovation, Creativity & Entrepreneurship.

MBA in Entrepreneurship & Innovation

Year 1, Semester 1				
Block (Part-time Semester)	**Module / Subject**	**Contact Hours**	**EC Credits**	**Module Code**
1 / 5 (1)*	Management Accounting & Finance	36	5	FIN41
1 / 5 (2)**	International Marketing Management	36	5	MA41
1 / 5 (2)	Research Methods Introduction (Final Project)	9	(FP)	GA41
2 / 6 (1)	International Human Resource Management	36	5	MO41
2 / 6 (2)	International Business Operations	36	5	MO42
3 / 7 (1)	International Management	36	5	MO43
3 / 7 (2)	Information Management	36	5	TEC41
Year 1, Semester 2				
5 / 1 (2)	Research Methods (Final Project)	27	(FP)	GA41
5 / 1 (1)	Innovation, Creativity & Entrepreneurship	36	5	EN43
6 / 2 (2)	International Corporate Sustainability	36	5	EN42
6 / 2 (1)	Business Statistics	36	5	GA42
7 / 3 (1)	Strategic Management	36	5	SM41
7 / 3 (2)	Venture Capital & Private Equity	36	5	FIN45
Semester 2 (1 & 2)	Project Module (3 Project Weeks)		5	PW41
Total Year 1			**60 Credits**	
Year 2 (1 Semester / Term)				
3 Blocks (18 weeks - See Part8)	Final Project	N/A	30	GA41
Total Year 2			**30 Credits**	
Total Credits MBA			**90 Credits**	

* (1) is Year 1 for part-time students
** (2) is Year 2 for part-time students