Innovation and Entrepreneurship

A specialisation of the Master's programme in Business Administration
Nijmegen School of Management

Introduction
In a rapidly changing environment, businesses need to evolve and continuously adapt to new challenges. The I&E programme provides the skills and knowledge that enables entrepreneurial problem solvers and creative thinkers to understand the challenges that innovative entrepreneurs face in their businesses, whether a start-up, large company or SME. It deals with the commercialisation of new ideas, high-tech innovations, business development and tapping into new markets. You will learn how an entrepreneurial orientation helps companies to position themselves in a business ecosystem. We will help you develop a creative mind-set and innovative and entrepreneurial capabilities.

Why should you choose this specialisation?
- Unique interdisciplinary approach
- Focus on innovation and entrepreneurship beyond organisational borders
- Broad selection of electives
- Activation of entrepreneurial skills
- Theory and action-based learning

The programme
This one-year Master's programme (60 ECs) is structured as follows:
- Five specialisation courses (30 ECs)
- One research methods course (6ECs)
- One elective course (6 ECs)
- Master's thesis (18 ECs)

Upon graduation, you will be awarded a Master’s of Science degree (MSc).

This Buurman
Student of the specialisation I&E

‘I chose this Master’s because I&E are aspects that play major roles in business administration at the moment. This Master’s offers a combination of multiple disciplines to give different perspectives regarding I&E. Therefore, giving a full understanding of the topic whether it is in marketing, strategy or any other type of business administration.’

Prof. Allard van Riel
Professor of Service Innovation Management
Coordinator of the Master’s Specialisation Innovation & Entrepreneurship

‘Innovation and entrepreneurship are fundamental to contemporary management. Understanding the mechanisms at work will make you a better manager in dynamic and uncertain environments. The I&E programme is grounded in theory and action based-learning which helps you understand and make use of the latest theories.’

Radboud University
Admission requirements
You are required to have a Bachelor’s degree in Business Administration from a Dutch university, or an equivalent degree from a university outside the Netherlands (with a sufficient coverage of research methods). You must also have sufficient proficiency in English. For details, please see www.ru.nl/masters/business/admission.

Application deadlines
The programme starts on 1 September. The application deadline is 1 April for students from non-EU/EEA countries and 1 May for students from within the EU/EEA. Successful international applicants who apply before these dates will be guaranteed accommodation and support with the visa and residence permit application. If you apply after these dates, we will still consider your application and provide assistance where possible, but accommodation cannot be guaranteed.

How to apply?
Your application procedure depends on your previous education. Dutch students can apply via: www.studielink.nl. International students can apply via: www.ru.nl/masters/application.

Changing perspective
Innovation management and entrepreneurship are combined in this programme. Both are vital for small and large companies to help bring novel products and services to the market, or to reinvent the business model of an existing industry. An entrepreneurial approach is also key in established firms that regularly develop innovative products. It relies on an entrepreneurial mindset and behaviour to incubate innovations. The I&E programme takes a broad, multidisciplinary view, examining the interactions of firms within the context of their business ecosystems. The Innovation and Entrepreneurship in Context course is at the core of the programme. It aims to provide a better understanding of entrepreneurial innovators who operate from their constructed identity and capture external opportunities. In other courses, you will learn about the processes to identify ideas for innovation, manage innovation and business development projects, develop a business plan or analyse business models and strategic scenarios.

Career prospects
Graduates from the I&E programme are academically well trained, and practice-minded young professionals who are qualified for positions in a broad range of business functions. Students that have completed the programme will have acquired the knowledge, skills and competencies that enable them to act as innovators, innovation managers, and entrepreneurs. This means you could be ready to launch your own company or be an agent of change within an existing firm as a business development manager, product manager or innovation manager. You will acquire skills to identify and structure ideas for innovation and business development and organise their implementation.

Programme

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**More information**

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**Social media**
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