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 Innovation and Entrepreneurship programme provides you the skills and knowledge 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 Innovation and Entrepreneurship in Nijmegen?
• Unique interdisciplinary approach
• Focus on innovation and entrepreneurship beyond organisational borders
• Broad selection of electives
• Activation of entrepreneurial skills
• Theory and action-based learning
• Dedicated team of professors

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 of Science degree (MSc) in Business Administration.

Sophie Stortelder, MSc
Accountmanager at Maandag
Alumnus of the specialisation Innovation and Entrepreneurship

‘During my study Innovation and Entrepreneurship, I really started to see businesses from a different perspective. I developed a creative, innovative view on things which I can apply to problems I encounter in my current job.’
Changing perspective
Both innovation management and entrepreneurship 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 course ‘Innovation and Entrepreneurship in Context’ 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. They have acquired the knowledge, skills and competencies that enable them to act as innovators, innovation managers, and entrepreneurs. This means you are 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.

Admission requirements
You are required to have a Bachelor’s degree in Business Administration from a Dutch academic research university, or an equivalent degree from an academic research 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/ie.

In case your educational background does not grant you direct admission to the Master’s programme, then you can enrol in a one-year pre-Master’s programme. For more information, please visit: www.ru.nl/pre-masters/business.

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. We will consider EU/EEA applications until 1 July and provide assistance where possible, but accommodation cannot be guaranteed.

How to apply?
You can start your application by creating a request for enrolment in Studielink via: www.studielink.nl. The remaining steps depend on your previous education. For more information on the application procedure, be sure to visit: www.ru.nl/masters/ie.

After reading all the information, are you interested and enthusiastic about the specialisation Innovation and Entrepreneurship at Radboud University? Then apply now! We hope to see you in Nijmegen, the Netherlands!

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