



Waterford Institute of Technology

MSc in Business, Entrepreneurship, Innovation & Technology

Department of Graduate Business



WIT's MSc in Business, Innovation, Technology and Entrepreneurship (mBITE) is an exciting one-year programme dedicated to transforming Science, Engineering, Social Science and Technology graduates into leaders who will create and lead the businesses of tomorrow. mBITE offers a rigorous business education, preparing high calibre non-business graduates for careers in enterprise.

It aims to achieve this by providing participants with the acumen and knowledge to successfully move ideas and innovations into commercial practice. In doing so, it addresses Ireland's need to maintain competitiveness by cultivating cross-functional, entrepreneurial orientated graduates. It draws from WIT's core mission of innovation, technology and entrepreneurship; and builds on the WIT School of Business's reputation for distinctive high-quality graduate programs.

www.wit.ie

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The Programme Structure

SEMESTER 1

- Creativity, Innovation & Strategy
- Marketing for Emergent Enterprises
- Managerial Economics
- Technology & Systems Management
- Accounting & Venture Finance
- Regulatory Environment & Taxation

SEMESTER 2

- International Study Tour
- General electives (choose 2):**
- Leadership Development
- Managing Change
- Business Development Cases
- Intercultural Environment
- International Business Relationships & Networks

Specialist electives (choose 3):

- Advanced Marketing Strategy
- Managing Change
- Managing Corporate Creativity
- International HRM
- Employee Relations Strategy
- International Corporate Governance
- Marketing and International Business
- International Political Environment

SEMESTER 3

Academic Papers:

- Advanced Academic Paper
- Product Development Paper
- Technology Commercialisation Paper

The Programme

The first semester leads graduate students through a framework of concepts and approaches necessary for developing and sustaining an enterprise in a range of functional and academic disciplines, while also providing a broad overview of business and enterprise. This will be followed by a more focused semester which allows students to draw on the specialist modules offered across WIT School of Business. An aggressive pace is set for this component of the course, which is commensurate with Masters level education.

The Dissertation

The capstone of this master's programme is a practical dissertation process; commenced in the first semester and submitted in the third semester. Such work is chosen by the candidate and affords them the opportunity to develop an in-depth involvement with both a particular body of academic literature and an enterprise, policy maker, or research group. The innovative dissertation processes has three components- an academic paper, a product development component and a technology commercialisation component. In providing this programme, WIT is responding to a national and industry need to nurture a cadre of highly-qualified, expert graduates capable of developing, managing and marketing wealth creating resource.

Career Opportunities

A postgraduate degree in business is strongly correlated with enhanced career prospects. This programme improves graduates employment opportunities, and once in employment positions them to make a greater impact in their careers. This programme plays a crucial role in providing science, humanities and technology graduates with the skills and knowledge needed to achieve role transformation throughout their professional lives.

Who should apply?

The target audience for this MSc is defined very broadly. *mBITE* is aimed at pre-experience non-business graduates; graduates of Science, Engineering, Technology (in the broadest sense) and Humanities students who wish to build on their existing learning and have an aspiration to work in a developing marketready products either by founding their own business or by working creatively in an existing business. It is expected that the programme would have also have resonance with entrepreneurship educators, technologists, innovators, and those with an interest in small business training/consultancy/policy.

For further details, please contact:

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