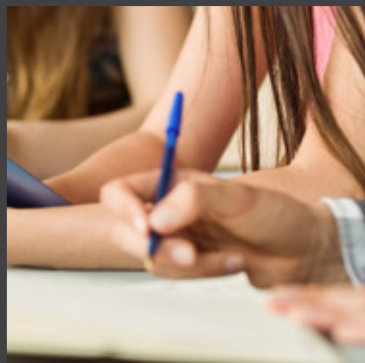
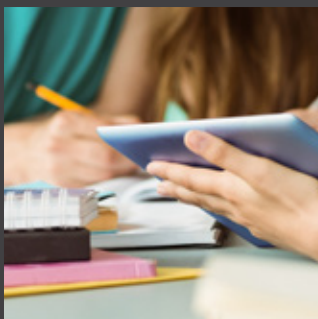
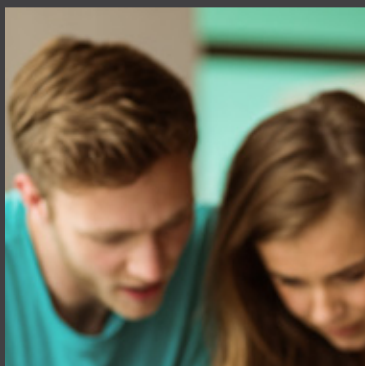


## MSc Innovation in European Business

CKL25





The MSc Innovation in European Business is designed to meet the needs of industry by training students to understand innovation and change from an international perspective.

The MSc IEB is delivered by three international partners: UCC, Cork, Ireland; ISC, Paris, France; and HU, Utrecht, The Netherlands.

In this course students will be trained to understand how to analyse organisational problems, design solutions and drive change. Students will experience and apply design methodologies, open innovation techniques and agile approaches to problem identification and resolution. These competencies will become the student's toolkit as they progress on career paths as "catalysts for change". There are many opportunities for students to develop and apply these skills in class, on industry mentored projects, and on placement.

Organisations increasingly seek graduates who are capable of taking a fresh perspective on their strategic, commercial and administrative challenges, who have the confidence and organisational skills to drive transformation projects, and who will bring creativity and autonomy to their work. The MSc IEB graduate has these capabilities, and therefore has access to exciting international career opportunities.



## THE WORLD IS YOUR MARKETPLACE

The MSc IEB is a 15-month programme delivered across locations in Ireland, France and the Netherlands.

Students will gain experience and knowledge of how to implement and manage sustainable innovation. A fully international business programme with a dynamic change agenda at its core, the MSc IEB programme is preparing tomorrow's leaders of innovation for an international working environment. This new organisational landscape will be driven by the digital transformation of existing business models, by the need for sustainable growth, and peopled with mobile, ambitious and creative employees.

## UNIQUE ASPECTS

The MSc IEB curriculum includes talks, site visits and workshops with industry partners such as IBM, Citibank, Valeo, SNCF, Microsoft, Douwe Egberts, SAP, Google, Ticketmaster, Accenture, Enterprise Ireland, Capgemini, Qualtrics, NGINX and many other international organisations.

*"Citibank are very encouraged by the development of the MSc Innovation in European Business. Innovation is key to the smarter economies of the future and this course will prepare you to fill a wide variety of positions related to the management of the innovation cycle in modern organisations.*

*The skills you will acquire in this ground breaking course are critical skills for many industries and businesses."*

### **Gavin Callan**

Head of Research & Academic Collaboration for Citi's Research, Development, innovation and Learning (RDiL) Centre, Dublin.

## PLACEMENT AND STUDY ABROAD INFORMATION

The MSc IEB runs on three different campuses in Cork, Paris and Utrecht, and includes a five-month industrial placement. The placement is typically in a European country, although students may choose to look further afield. The placement is a unique opportunity for students to develop their professional networks, and results in most cases of a permanent job offer for students after graduation.

## LEARNING OUTCOMES

On successful completion of this programme, students will be able to:

- Communicate and work effectively to a high professional standard in an international context
- Demonstrate advanced analytical and problem-solving skills associated with implementing change in European organisations
- Apply design oriented techniques to organisational problems
- Communicate the importance of sustainability in the life cycle of innovation
- Become the drivers of innovation in an international business setting
- Conduct rigorous research in the development of innovative business models
- Contribute immediately to business development goals

## PRACTICALITIES & ASSESSMENT

### Practicalities

A number of field trips are also planned, such as site visits to firms known for their innovation capabilities, visits to relevant government agencies, and a trip to the European Commission (Brussels) and the OECD (Paris) during the second semester.

Students will be supported in finding accommodation in Cork, Paris and Utrecht. However, owing to pressure on student accommodation in all locations, students are advised to connect with these services as early as possible. In particular, students should contact UCC Student accommodation (<https://accommodation.ucc.ie>) immediately following their acceptance of a place on the programme.

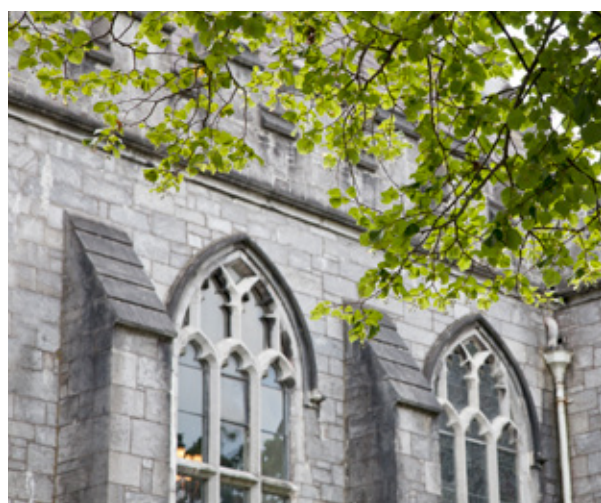
### Assessment

Assessment is mainly continuous and will be based on assignments specific to each module, and learning journals pertaining to site visits and guest lectures. An innovation design workshop also forms part of the continuous assessment in the first semester.

There will also be examinations in relation to some of the Paris and Utrecht modules.

A research project and dissertation will explore specific innovation domains in detail (for example, eLeadership, Foreign Market Entry and Business Process Innovation).

Programme Code: **CKL25**  
Duration: **15 months (Full-time)**  
Teaching Mode: **Classroom**  
Qualification: **MSc**  
NFQ Level: **Level 9**







## ENTRY REQUIREMENTS 2019

### Irish/EU Students and International Students

To apply for this programme,  
you will have:

A minimum 2H2 (GPA 3.00 out of 4.00) honours primary degree [NFQ Level 8] or equivalent, in a Business-related discipline, or in a relevant area of Social Sciences, Humanities or Science/Technology.

Candidates who do not meet the 2H2 honours degree requirement may be admitted to the programme on the basis of professional experience as deemed appropriate by CUBS.

Note that the criteria quoted are minimum requirements, and do not guarantee admission to the programme. Space on the programme is limited.

### English Language Requirement:

Applicants from non-native English-speaking countries will be required to undertake a recognised English language test.

Please see accepted tests and minimum requirements below.

#### IELTS: 6.5

With no individual section lower than 5.5

#### TOEFL: 90

With minimum scores as follows:

- Listening: 17      - Reading: 18
- Speaking: 20    - Writing: 17

**Cambridge Proficiency Exam:** Grade C

**Cambridge Advanced Exam:** Grade B

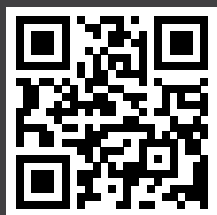
**Pearson PTE:** Minimum Score of 63

With no section score below 59

### APPLICATION PROCESS

Application for this programme is online at the Postgraduate Application Centre  
[www.pac.ie/ucc](http://www.pac.ie/ucc) (PAC Code: CKL25)

For more information on the Programme:



### PROGRAMME DIRECTOR

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