DUBLIN INSTITUTE OF BUSINESS AND TECHNOLOGY

in strategic partnership with

Ollscoil Teicneolaíochta an Atlantaigh

Atlantic Technological University

Master of Science (MSc) in Strategy, Enterprise and Innovation

About our Partnership

A strategic partnership between Institute of Business and Technology (IBAT) Dublin, Ireland and Atlantic Technological University (ATU), Ireland was officially established on 20 July 2023 following formal approval at the ATU Academic Council meeting in June 2023.

The Master of Science (MSc) in Strategy, Enterprise and Innovation is delivered within the ATU Quality Assurance and Enhancement framework and awarded by ATU. IBAT Dublin is primarily responsible for day-to-day operations under ATU'S Quality Assurance oversight, including applicant queries/processing, student support and finance-related queries. It is important to note that ATU strictly authorises entry onto the programme based on the defined academic and english language entry requirements.

Applicants who register for programmes under this strategic partnership hold the status of being a student at both institutions.

Why IBAT Dublin?

Whether pursuing undergraduate or postgraduate programmes, professional development courses, or language studies, IBAT Dublin provides a supportive and dynamic environment that fosters growth, innovation, and leadership.

- Situated in the lively Temple Bar area in the heart of Dublin
- Empower students with practical real-world challenges
- Balance ambitions and commitments with flexible study options
- Inclusive global community by welcoming students from across the globe
- Engage in partnerships with a wide array of organisations, both private enterprises and public entities

Programme details

In a global economy defined by rapid change and competition, organisations need leaders who can think strategically and drive innovation. The MSc in Strategy, Enterprise and Innovation develops the skills required to lead and transform modern businesses.

The programme focuses on strategic management, entrepreneurship, innovation and data-driven decision-making, helping students build strong analytical and critical thinking abilities. Through a practical, applied approach and a Work-Based Learning module, graduates gain real-world experience and are prepared for roles in business development, marketing and strategic leadership.

Visa Extension

Under the terms of the Third Level Graduate Programme, a person who graduates from this programme can apply for a extension to their student permission, with an immigration Stamp 1G, for a period of up to 24 months

Key Facts

Level: 9

Duration: 1 year

Credits: 90

Intake: Contact sales@ibat.ie for more information about intakes

Method of Delivery: On-campus

Campus Locations: Wellington Quay Campus/Frederick Street Campus

Mode of Delivery: Full-time

Examination and assessment: 100% continuous assessment

Recommended study hours: The recommended personal study time for a 5-credit module at Level 9 is 10 hours per week and 20 hours per week for a 10-credit module

Learning outcomes

On completion of this programme, the learner will/should be able to:

- Investigate the impact of strategy and business innovation on the modern enterprise, informed by examining relevant and current research and literature
- Identify current trends in organisational transformation and be capable of evaluating the likely impact of these on the current and emerging business environment
- Choose from a range of research tools and techniques of enquiry appropriate to strategic thinking, enterprise and business innovation
- Select from complex and advanced strategic, entrepreneurial and business innovation skills and develop new skills to a high level, including novel and emerging techniques in strategy and business innovation
- Act in a wide variety of professional levels in often volatile, uncertain, complex and ambiguous contexts
- Lead and take the initiative when working in a team and critically self-reflect on the same; take responsibility for defining and achieving both personal and team goals
- Self-evaluate and take responsibility for continuing professional development while enhancing Itransversal and behavioural skills such as reasoning, reflection, critical thinking, self-management and independent learning
- Exercise judgement in decision making; scrutinise and reflect on social norms and relationships and act to change them

Career opportunities

After studying this master's programme, graduates will be introduced to a range of roles where they can put everything they learned into practice. They will be ready to pursue roles in leadership, people management, efficient operations and more.

Graduate careers typically include roles in business development, human resources, marketing, project management and trainee management positions.

Who is this programme for?

This programme is perfect for previous undergraduate students who wish to further their knowledge of business and innovation as well as those looking to develop their career in the business management field.

Individuals who want to focus on developing and implementing strategies for growth and innovation will benefit greatly from this programme, particularly those seeking to enhance their leadership skills, entrepreneurial mindset or ability to drive business expansion through innovative practices.

Table of modules

Module	Module Type	Credits
Applied Strategic Management	Mandatory	10
HRM and the Future of Work	Mandatory	5
Customer Experience Strategy	Mandatory	5
Data Analytics	Mandatory	5
Research Methods	Mandatory	5
Organisational Transformation	Mandatory	10
Innovation and the Entrepreneurial Mindset	Mandatory	10
Ethics, Social Responsibility and Sustainability	Mandatory	5
Strategic Deision-Making	Mandatory	5
Work-Based Learning Research Project	Mandatory	30

Work-Based Learning (WBL)

The Work-Based Learning (WBL) module replaces the traditional dissertation, giving students the opportunity to gain valuable, hands-on industry experience while applying the theories and skills developed throughout their studies. This structured 12-week work placement takes place on-site with a commercial or relevant organisation in Ireland during the summer months, from June to August. While some hybrid roles may be accepted, fully online placements are not permitted. Students are responsible for securing their own placement, either within their current workplace (with employer approval) or in a new organisation that supports their learning goals. This practical module is designed to bridge the gap between classroom learning and real-world business environments, enhancing professional development and career progression.

Academic
entry requirements

Applicants must hold a Level 8 Honours degree (minimum 2.2) in a business-related discipline or have completed an undergraduate programme where business subjects account for at least 50% of the curriculum. Relevant business modules may include areas such as Management, Marketing, Accounting, Finance, and Economics.

Admission is based exclusively on academic qualifications and the necessary English language proficiency. Other forms of learning experience cannot be considered.

EL proficiency

IELTS	6.0, no component less than 5.5
DuoLingo	Min score 105. min 100 in each section (under review)
Pearson PTE Academic	Min score of 55 or above
TOEFL iBT	Min Score of 80
Cambrige English Qualifications	Min score of 180 – 190 (FCE Grade B)

Exceptions

- Individuals who have completed a degree in Ireland, the UK or USA within the last 2 years.

- Graduates of IBAT EL School at:
  - (i) General English - Upper Intermediate & Advanced levels
    - Upper-intermediate (B2 on the CEFR) - interview/confirmation of proficiency required to equate to IELTS 6.0
    - Advanced (C1 on the CEFR)
  - (ii) IELTS 6.0/6.5 Pre-paration Course*
  - Cambridge Certification Preparation Course*

- Graduates from other EL schools with levels as above BUT they must also undergo a short interview to confirm proficiency.

**CEFR B2/C1 or equivalent is required to join the class.*

Fees

Contact us at sales@ibat.ie for detailed information on tuition fees and payment requirements.

How to Apply

Our programme advisors are available to answer any questions and take you through the application process:

Apply online or email sales@ibat.ie

Get in touch

+353 1 807 5055
enquiry@ibat.ie
www.ibat.ie

Find us

Wellington Quay Campus
16-19 Wellington Quay,
Dublin 2,
Ireland.
D02 TX49

Frederick Street Campus
24-27 Frederick Street North,
Dublin 1,
Ireland.
D01 R7R9

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