

The Manchester MBA

Elective: **Entrepreneurship and Innovation Management**

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

Entrepreneurship and innovation are key drivers of growth and competitiveness in today's global economy.

This course equips students with the skills to manage the full entrepreneurial lifecycle, from identifying and evaluating opportunities to building innovative business models and scaling ventures.

Students will explore the stages of the entrepreneurial journey, develop tools to foster innovation, and learn how to construct and execute business models that create real-world impact. Participants will design the solution for a real problem and the business model to capture and generate value.

The course combines theory, hands-on exercises, and practical tools to support new venture creation and innovation in both start-ups and established businesses.

How you'll benefit



Opportunity identification & evaluation: Gain practical tools and frameworks to identify, assess, and act on business opportunities in diverse sectors and markets.



Creative thinking & innovation skills: Learn how to use ideation techniques, customer co-creation, and design thinking to develop and test new product and service concepts.



Strategic business model development: Understand how to design, innovate, and implement business models that capture value from technological change.



Technology and resource integration: Explore the role of digital technologies in driving innovation and learn how to acquire the resources needed to scale and sustain a venture.



Leadership for entrepreneurial success: Build core entrepreneurial capabilities such as resilience, adaptability, and stakeholder engagement, all vital for navigating uncertainty and leading innovation.

Together, these skills will empower you to confidently lead entrepreneurial initiatives and create lasting impact in a rapidly evolving business landscape.

Delivery method

This six month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.



Leigh Wharton

Dr Leigh Wharton is Joint Unit Director for Entrepreneurship and Innovation Management and an alumnus of Manchester Business School, where he received both his MBA and DBA.

He is a serial entrepreneur specialising in providing consultancy to high growth clients, as well as support to individuals and organisations entering, starting or developing new business ventures, social enterprises and charities.

His areas of expertise include developing innovative business models, preparing companies for market entry and helping companies create structures to maximise investment and growth.



Oswaldo Lorenzo

Oswaldo is Joint Unit Director for Entrepreneurship and Innovation Management and a professor of digital transformation, innovation, and entrepreneurship at Alliance Manchester Business School, The University of Manchester and at Deusto Business School (Spain).

His research interests focus on technology adoption, digital innovation, and the impact of technology on business models.

His articles have appeared in such journals as California Management Review, Information & Management, Journal of Business Ethics, and Journal of Enterprise Information Management.

He is also an entrepreneur in the education sector and currently serves as CEO of Unikemia, an edtech company that offers AI-driven learning platforms and Corporate University-as-a-Service solutions.

Have any further questions about The Manchester MBA?



Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.