

IB2B7-15 Corporate Entrepreneurship

20/21

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Nicos Nicolaou

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

Companies increasingly realize that creating and sustaining a competitive edge requires them to think and act like entrepreneurs. The concept of corporate entrepreneurship or intrapreneurship refers to the development of new ideas and opportunities within established businesses, leading to improved profitability and an enhanced competitive position.

[Module web page](#)

Module aims

This module is designed to provide a broad understanding of the theory and practice of corporate entrepreneurship and to address the challenges associated with entrepreneurship in a corporate context. Through a combination of interactive lectures, class discussions, case studies, readings and guest lectures, students will gain insights into the practical steps needed to initiate, develop and implement new corporate ventures within established corporations. Moreover, students will learn how to design and implement a compelling strategy which promotes corporate entrepreneurship and the generation of new ideas within an existing organization.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This module covers the following topics:

- Introduction to corporate entrepreneurship.
- Forms, pre-conditions and antecedents of corporate entrepreneurship.
- Obstacles to and risks of corporate entrepreneurship.
- The impact of corporate strategy and structure on intrapreneurship.
- Corporate spin-offs and corporate venture capital.
- Building supportive organizational cultures.
- Human resource management and corporate entrepreneurship.

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a broad understanding of the entrepreneurial process within an established enterprise.
- Appreciate the importance of corporate entrepreneurship for creating and sustaining competitive advantage.
- Explore the different creative ways to overcome obstacles to entrepreneurship in established companies.
- Develop a deep understanding of a strategies and structures that support entrepreneurial behaviour and promote a company's entrepreneurial activities.
- Become familiar with framing and presenting new business ventures in a way that makes them attractive to various corporate audiences.
- Demonstrate the ability to think critically about entrepreneurial processes within established organizations.
- Develop problem-solving skills.
- Develop coherent lines of argument.

Indicative reading list

Burns, P. 2013. Corporate entrepreneurship: Innovation and strategy in large organizations (3rd ed.). New York: Palgrave Macmillan.

Hisrich, R. D. & Kearney, C. 2012. Corporate entrepreneurship: How to create a thriving entrepreneurial spirit throughout your company. New York: McGraw-Hill.

Kuratko, D. F., Morris, M. H., & Covin, J. G. 2011. Corporate innovation & entrepreneurship: Entrepreneurial development within organizations (3rd ed.). Mason, OH: South-Western Cengage Learning.

Morris, M. H, Kuratko, D.F. and Covin, J.C. (2008), Corporate Entrepreneurship & Innovation, 2nd Edition, Mason, Oh: Thomson/Southwestern Publishing.

Subject specific skills

Gain valuable practical experience in formulating corporate objectives and strategies that support

entrepreneurial behaviour.

Experience the practical aspects of applying entrepreneurial process to the operations of a department or functional area within an established enterprise.

Transferable skills

Demonstrate the ability to successfully work in teams in a multicultural and diverse setting.

Demonstrate the ability to self-reflect, negotiate with other group members, and deal with conflict in a constructive way.

Enhance research skills and the ability to effectively search, gather and utilize information and knowledge.

Improve time management skills as well as the ability to prioritize tasks effectively.

Develop IT skills.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	49 hours (33%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

Weighting Study time Eligible for self-certification

Assessment component

Individual Assignment 1 (15 CATS) 70% 50 hours Yes (extension)

Reassessment component is the same

Assessment component

Group Project (15 CATS) 30% 22 hours No

Reassessment component

Individual Assignment 2 (15 CATS) Yes (extension)

Feedback on assessment

Feedback via my.wbs.

Availability

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 2 of N20B Management
 - Year 2 of N20B Management
 - Year 2 of N23K Management with Accounting
 - Year 2 of N234 Management with Digital Business
 - Year 2 of N235 Management with Entrepreneurship
 - Year 2 of N232 Management with Finance
 - Year 2 of N252 Management with Marketing
 - Year 2 of N23L Management with Strategy and Organisation
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 2 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)

- Year 2 of UIBA-N1RA Undergraduate International Business with French
- Year 2 of UIBA-N1RB Undergraduate International Business with German
- Year 2 of UIBA-N1RC Undergraduate International Business with Italian
- Year 2 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 2 of N20F International Management
 - Year 2 of N20F International Management
 - Year 2 of N20S International Management (with Accounting)
 - Year 2 of N20T International Management (with Chinese)
 - Year 2 of N20P International Management (with Entrepreneurship)
 - Year 2 of N20M International Management (with Finance)
 - Year 2 of N20U International Management (with French)
 - Year 2 of N20L International Management (with Marketing)
 - Year 2 of N20V International Management (with Spanish)
 - Year 2 of N20W International Management (with Strategy and Organisation)
 - Year 2 of N20N International Management with Digital Business
 - Year 2 of N20E Management (with Foundation Year)
 - Year 2 of N234 Management with Digital Business
- Year 2 of UIBA-MN3A Undergraduate Law and Business Studies
- Year 2 of UIBA-MN3B Undergraduate Law and Business Studies
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 3 of N20E Management (with Foundation Year)
 - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 3 of N23M Management with Accounting (with Foundation Year)
 - Year 3 of N23E Management with Digital Business (with Foundation Year)
 - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 3 of N23D Management with Finance (with Foundation Year)
 - Year 3 of N252 Management with Marketing
 - Year 3 of N254 Management with Marketing (with Foundation Year)
 - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- UIOA-VOS Undergraduate Overseas Visiting
 - Year 1 of UVOS Undergraduate Overseas Visiting
 - Year 1 of UVOS Undergraduate Overseas Visiting
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies