

IB3F6-12 Understanding Enterprise

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Kevin Mole

Credit value

12

Module duration

9 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module will provide students with the knowledge to study entrepreneurship from the perspective of external influences on entrepreneurs and businesses. It will introduce theoretical concepts e.g. embeddedness, legitimation, competitiveness and explore entrepreneurship issues such as gender and ethnicity, internationalisation, and industry development through these theoretical lenses.

[Module web page](#)

Module aims

The module will provide students with the knowledge to study entrepreneurship from the perspective of external influences on entrepreneurs and businesses. It will introduce theoretical concepts e.g. embeddedness, legitimation, competitiveness and explore entrepreneurship issues such as gender and ethnicity, internationalisation, and industry development through these theoretical lenses.

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.

The module attempts to bring to bear the outside influences on entrepreneurial businesses, and their development. Entrepreneurial businesses are not created in a vacuum and these aspects covered in this course indicate some of the factors entrepreneurs may need to successfully deal with. The module begins with some fundamental elements of the context within which entrepreneurs create businesses. First, the social context and place with which the entrepreneur is embedded will determine the level of information that they receive and the way they might defend against malfeasance.

Second, the business will need legitimacy to enable customers, financiers and workers to engage with it, so we look at how to legitimate the business and the influence of the way a business is structured internally.

Third, the gender and ethnicity of the lead entrepreneur influences the type of business opportunities open to the entrepreneur and the resources available to exploit it. This topic also relates to the mixed embeddedness of the entrepreneur, circling back to the first week's topic.

Fourth, the business will compete with existing firms or those firms that will follow it. How do firms sustain a competitive advantage therefore matters so we study the resource-based view.

Many firms are born global and therefore internationalization matters even for the early life-stage of the business. Traditional views are based on uncertainty but elements of the competitiveness resource-based view and embeddedness and networking are relevant in the explanations of internationalization.

Entrepreneurial businesses may have different degrees of innovation. The topic explores types of entrepreneurial innovation by entrepreneurs, including Schumpeterian and entrepreneurial orientation.

The nature of the market and industry development will influence how the business competes and whether the firm aims for a niche or the general market. When is the best time to enter a market? Industry development will also relate back to the issues of legitimacy of the industry and the type of competition expected.

Public policy is an external influence on the business which we have already seen in mixed embeddedness will examine market failure and to consider how policy is made and the critique of rational policy-making.

Finally, another influence on entrepreneurship is the family, which can illustrate the business mission. This next topic explores family firms which may reflect the differences in the governance and mission of the business.

Learning outcomes

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

- Appreciate the different theoretical lenses by which entrepreneurship is studied e.g. organisational ecology, resource based view, institutional theory.
- Demonstrate an understanding of the drivers of growth for entrepreneurs from a theoretical

perspective.

- Understand the different factors that influence successful entrepreneurship including the role of ethnicity and gender in entrepreneurship and public policy.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Written communication skills will be developed through the individual assignment.

Oral communication skills will be developed through seminar discussion and group presentations.

Problem solving skills will be developed through analysing business problems in case studies.

Transferable skills

Demonstrate an ability to analyse case studies and entrepreneurial concepts from different theoretical perspectives.

Demonstrate teamwork skills through developing the group presentation.

Demonstrate an ability to critically evaluate evidence and identify its strategic implications.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (8%)
Seminars	18 sessions of 1 hour (15%)
Private study	37 hours (31%)
Assessment	56 hours (47%)
Total	120 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 A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Presentation (12 CATS) 15 minute presentation to include submission of notes and presentation slides.	30%	17 hours	No

Reassessment component

Individual Assignment Yes (extension)

Assessment component

Individual Assignment (12 CATS) 70% 39 hours Yes (extension)

Reassessment component is the same

Feedback on assessment

Feedback via My.WBS.

Availability

Courses

This module is Core for:

- Year 3 of UIBA-N212 Undergraduate Digital Innovation and Entrepreneurship
- Year 4 of UIBA-N213 Undergraduate Digital Innovation and Entrepreneurship (with Intercalated year)

This module is Optional for:

- UIBA-N203 BSc in International Management
 - Year 4 of N203 International Management

- Year 4 of N203 International Management
- Year 4 of N238 International Management with Finance
- Year 4 of N256 International Management with Marketing
- Year 4 of N236 Management with Digital Business (with Placement Year)
- UIBA-N201 BSc in Management
 - Year 3 of N201 Management
 - Year 3 of N20B Management
 - Year 3 of N230 Management with Finance
 - Year 3 of N232 Management with Finance
 - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
 - Year 4 of N210 Management (Undergraduate Partnership Programme)
 - Year 4 of N202 Management (with Intercalated Year)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N231 Management with Finance (with Intercalated Year)
 - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 3 of UIBA-MN34 Law and Business Four Year (Qualifying Degree)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-N4N7 Undergraduate Accounting and Finance (with Foundation Year and Intercalated Year/Undergraduate Partnership Programme)
 - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 5 of N4N8 Accounting and Finance (Foundation Year and UPP)
- Year 4 of UIBA-N4N4 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
 - Year 4 of NN36 Accounting and Finance (Intercalated)
 - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)
- 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-EEU Undergraduate EU Exchange
- UIOA-ESO Undergraduate European Exchange
 - Year 1 of UESO Undergraduate European Exchange
 - Year 1 of UESO Undergraduate European Exchange
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- UIBA-N1R3 Undergraduate International Business with Italian
 - Year 4 of N1R3 International Business with Italian
 - Year 4 of N1R3 International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- Year 3 of UIBA-MN32 Undergraduate Law and Business Studies
- Year 5 of UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with

Intercalated Year

- Year 4 of UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
- Year 5 of UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- UIOA-EOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange