

IB143-15 Digital Ventures

21/22

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Sue Newell

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

The main aim of the module is to offer a broad perspective on digital start-ups and the role of digital entrepreneurship in the transformation of the business landscape.

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 digital start-up is not just another company, but it operates and grows according to a radically different logic. This difference is related to both its size and the fact that small companies need to be more agile and reinvent themselves more readily. It is also related to the nature of the digital technology, which make digital ventures more prone to take on the-winner-takes-it-all perceptions. The malleability of technology and the fact that the marginal cost of software is close to zero simply make the digital start-up operating a little different as it seeks to scale its business. The main aim

of the module is to offer a broad perspective on digital start-ups and the role of digital entrepreneurship in the transformation of the business landscape.

The students will:

- explore the nature of digital start-ups
- develop an understanding of best practices in making digital ventures grow
- analyse cases of digital start-ups
- develop an understanding of business value and business modelling in this context
- develop communicative skills related to digital entrepreneurship.

Learning outcomes

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

- Understand the nature of digital start-ups.
- Develop an understanding of business value and business modelling in this context.
- Develop critical and analytical skills.

Indicative reading list

Moore, G.A. 2014. *Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers*, (3rd ed.). Collins Business Essentials.

Yoo, Y., Henfridsson, O., and Lyytinen, K. 2010. "The New Organizing Logic of Digital Innovation: An Agenda for Information Systems Research," *Information Systems Research* (21:4), pp 724-735.

Selected articles for emphasizing best practices Teaching cases

Subject specific skills

Develop an understanding of best practices in making digital ventures grow.

Analyse cases of digital startups.

Transferable skills

Team work/group work skills.

Presentation skills.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (26%)
Seminars	9 sessions of 1 hour (12%)
Total	77 hours

Type	Required
Private study	48 hours (62%)
Total	77 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 D

	Weighting	Study time
Group Presentation	20%	15 hours
Online Examination Exam	80%	58 hours

~Platforms - AEP

- Online examination: No Answerbook required

Feedback on assessment

Feedback via my.wbs.

[Past exam papers for IB143](#)

Availability

Courses

This module is Core optional for:

- Year 1 of UGEA-RN21 Undergraduate German and Business Studies