

WM9A2-15 Digital Entrepreneurship & Financing

21/22

Department

WMG

Level

Taught Postgraduate Level

Module leader

Armaghan Khan

Credit value

15

Module duration

2 weeks

Assessment

Multiple

Study locations

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

Description

Introductory description

This module represents the confluence of two of the most critical developments in modern business: the growth of digital enterprises and the digital economy; and the importance of digital technologies in the disruption and reshaping of many industries and the creation of new business models. The importance of digital technology in the modern economy is undeniable. Indeed, McKinsey Global Institute have estimated that 98% of the US economy is impacted by digitalisation to some degree (Manyika, 2016). For new business and for the entrepreneur, digital technology offers the transformative potential to reduce costs, increase agility and speed to market, and for “growth hacking” (rapid experimentation based, primarily, on digital tools). In some instances, the integration of digital technology into an organisation’s operations, or the inception of new digital enterprises, can go beyond this to a process of digital disruption, whereby technologies come to entirely reshape the whole industry they are applied to. There are numerous examples of this, including: Amazon and book retailing; Uber and the taxi industry; Airbnb and in hotel and accommodation retailing; and many more. At the same time, there are important concerns and developments in the area of funding for such businesses, and a growing interest in new models of financing such as crowdfunding, investment angels and similar

Module aims

The principal aim of this module is to introduce participants to this exciting, dynamic and highly relevant area of modern business management. Participants will be given the tools, case studies and best practice strategies required to develop a digital enterprise, and to identify and act upon opportunities for digital disruption.

The module culminates in the creation of a full funding proposal detailing an innovative business model of the participants design, along with strategies for the marketing and development of the business. This business model will utilise the latest and emerging technologies to identify new opportunities for digital disruption

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.

What is a Digital Enterprise? a. Definition and comparison with traditional businesses. b. Case studies.

What is Digital Financing? a. Definition. b. Case studies. c. Identification of opportunities for Digital Financing.

Forming a Digital Entrepreneurship a. Market research and idea development. b. Digital business model development. c. Digital technology development and innovation. d. Funding – including seed funding and crowdfunding.

Growing a Digital Enterprise a. Digital technology development and enhancement. b. Growth and digital hacking. c. Managing a digital enterprise. d. Continuous deployment. e. Innovation, dispersion and diversification.

Learning outcomes

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

- Develop a comprehensive understanding of digital entrepreneurship and digital disruption
- Critically evaluate relevant case studies to determine best practices and strategic models
- Critically evaluate markets and industries, and identify opportunities for disruption and innovation.
- Demonstrate a thorough comprehension of, and an ability to apply best practice in digital entrepreneurship.
- Create the financial elements of business case proposals for e-opportunities including financial appraisals.
- Create, evaluate and develop a digital business model including the financial elements of an e-businesses cost structure, revenue generation/pricing and its value proposition

Indicative reading list

[View reading list on Talis Aspire](#)

Interdisciplinary

A mixture of technology/computing topics and business topics

International

Topics are of high international demand

Subject specific skills

Industry analysis skills, technology analysis and identification of relevant applications in a variety of business contexts , an ability to apply best practice in the growth hacking, rapid product development and continuous deployment., the ability to design and develop a convincing business model, financing models for entrepreneurship, digital financing

Transferable skills

Business strategy development, financial analysis, presentation skills, teamwork, research, creative thinking

Study

Study time

Type	Required
Lectures	16 sessions of 1 hour 30 minutes (16%)
Seminars	14 sessions of 1 hour 30 minutes (14%)
Assessment	105 hours (70%)
Total	150 hours

Private study description

No private study requirements defined for this module.

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
Business Model & Financing Plan Presentation	20%	15 hours
A presentation of a new business model and financing plan for a digital enterprise		
Post Module Assignment	80%	90 hours
A business plan presenting a new business model with financial projections for a given case		

Assessment group R

	Weighting	Study time
Post Module Assignment	100%	
A business plan presenting a new business model with financial projections for a given case		

Feedback on assessment

Verbal feedback for in-module element. Written feedback and annotated scripts for post-module element

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)