

# IB2B1-15 CORE: Entrepreneurial Mindset

**23/24**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Harveen Chugh

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This is a core module for WBS students only.

This module focuses on introducing the skills, perspectives and theories that innovators in any field or industry need to increase the likelihood of success in entrepreneurial activities.

Students will come to find that this is not reserved for new venture creation but applies within existing organisations as well. With an emphasis on learning from practice, the class provides an overview of the main entrepreneurship concepts such as opportunity recognition, evaluation, and exploitation and facilitates their comprehension with hands-on exercises. As a result, students may re-evaluate their views of entrepreneurship within the framework of entrepreneurial thinking and putting this mindset into action. Specifically designed for undergraduate students, prior experience in entrepreneurship – or even a desire to become an entrepreneur in the future – are not required or expected. Throughout a combination of lectures, guest speakers, case studies, readings, and hands-on activities, students will develop a mindset as well as a toolkit of skills to create and evaluate

entrepreneurial opportunities, marshal resources, and work in teams driven by creativity, curiosity, leadership, and smart action.

[Module web page](#)

## Module aims

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entrepreneurial opportunities, marshal resources, and work in teams driven by creativity, curiosity, leadership, and smart action.

## 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.

### Sample module outline

- Introduction to the Entrepreneurial Mindset and assessments
- Identifying opportunities
- Generating ideas
- Using design thinking
- Evaluating and testing ideas
- Building a case for your idea using different forms of value
- Finding resources for your idea
- Communicating your idea to others (e.g., pitching)
- Dealing with idea success and failure
- Module wrap up and recording videos

## Learning outcomes

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

- Appreciate the importance of the entrepreneurial mindset and identify its features.
- Demonstrate a broad understanding of the entrepreneurial process and the main entrepreneurship theories.
- Develop a deep understanding of the notion of entrepreneurial opportunities and their sources.
- Recognise the importance, role and function of entrepreneurial teams
- Gain insight into business modelling and business plans
- Explore the different new business funding sources and what type of firms they may be

suited to.

- Gain insights into the different growth and exit strategies for a business venture.
- Demonstrate the ability to think critically about the entrepreneurial process
- Develop problem-solving skills
- Develop coherent lines of argument

## **Indicative reading list**

Baron, R. (2006) Opportunity Recognition as Pattern Recognition: How Entrepreneurs "Connect the Dots" to Identify New

Business Opportunities. *Academy of Management Perspectives*, 20, pp. 104-19

Baron, R. and Shane, S. (2008) 'Assembling the Team: Acquiring and Utilizing Essential Human Capital' in *Entrepreneurship: A*

Process Perspective International Edition Mason, Ohio: South Western

Barringer, B.R. and Ireland, R.D. (2010) *Entrepreneurship: Successfully Launching New Venture*, Harlow: Pearson

Barrow, C., Barrow, P. and Brown, R. (2015) *The Business Plan Workbook: a practical guide to new venture creation and development*, London : KoganPage.

Bhide, A. (1992) 'Bootstrap Finance: The Art of Start-Ups' *Harvard Business Review*, 70, 6, pp. 109-17

Bridge, S., O'Neill, K. and Cromie, S., (1998). *Understanding Enterprise, Entrepreneurship and Small Business*, Macmillan.

Burns, P. (2001), *Entrepreneurship and Small Business*, Basingstoke: Palgrave

Gartner, W.B. (1989) 'Who is an Entrepreneur? Is The Wrong Question' *Entrepreneurship Theory and Practice*, 12, 2, pp. 47-68

Isaksen, S.G., Dorval, K.B., & Treffinger, D.J. (2011). *Creative Approaches to Problem Solving*. Sage.

Kawasaki, G. (2015) *The Art of the Start 2.0*, UK: Penguin, Random House

McGrath, R.G. and MacMillan, I.C. (2000) *The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an*

Age of Uncertainty Boston: Harvard Business School Press

Mullins, J. and Komisar, R. (2010) 'A Business Plan? Or a Journey to Plan B?' *MIT Sloan Management Review*, March, pp. 1-6

Mycoskie, B. (2016) 'How I Did It...The Founder of TOMS on Reimagining the Company's Mission' *Harvard Business Review*, Jan-Feb, pp. 41-44

Neck, H.M., Neck, C.P., & Murray, E. L. (2018). *Entrepreneurship: The practice and mindset*. Sage.

Pinson, L. (2005) *Anatomy of a Business Plan: a step by step guide to building a business and securing your company's future*.

6th edition. Chicago, IL : Dearborn Trade Publishing

Rauch, A. and Frese, M. (2007) 'Born to be an Entrepreneur? Revisiting the Personality Approach to Entrepreneurship' in Baum,

R.J.; Frese, M. and Baron, R. (eds) *The Psychology of Entrepreneurship* London: Lawrence Erlbaum Associates

Ries, E. (2011), *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*, London ; New York :

Portfolio Penguin

Sawyer, K. (2013). *Zig Zag: The surprising path to greater creativity*. Jossey-Bass.

Shane, S. (2003). *A general theory of entrepreneurship*. Cheltenham: Edward Elgar.

Shane, S. (2008) *Entrepreneurship: a process perspective*, Mason, OH : Thomson/South-Western

Wall, J. and Smith, J. (1999) 'Better Exits' Chapter 11 in Bygrave, W.; Hay, M. and Peeters, J. (eds) *The Venture Capital*

*Handbook* London: Pearson Education Ltd, pp. 255-80

Wennberg, K. and DeTienne, D. (2014) 'What do we really mean when we talk about 'exit'? A critical review of research on

entrepreneurial exit' *International Small Business Journal*, 32, pp. 4-16

## **Subject specific skills**

-Demonstrate the ability to apply the fundamental concepts and analytical tools that help identify, assess opportunities and develop entrepreneurial ventures in real world business situations and opportunities.

-Gain valuable practical experience in researching, developing, defining and clearly communicating a new business concept in an efficient, effective and compelling manner.

-Experience the practical aspects of being a member of or leading an entrepreneurial team.

## **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.

-Develop written and oral skills in business presentation and communication

-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 mainly by preparing the group project video.

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## **Study**

### **Study time**

#### **Type**

Lectures

Total

#### **Required**

10 sessions of 1 hour (13%)

76 hours

<b>Type</b>	<b>Required</b>
Seminars	9 sessions of 1 hour (12%)
Online learning (independent)	10 sessions of 1 hour (13%)
Private study	47 hours (62%)
Total	76 hours

### **Private study description**

No private study requirements defined for this module.

### **Costs**

No further costs have been identified for this module.

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### **Assessment**

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

#### **Assessment group A2**

	<b>Weighting</b>	<b>Study time</b>
Group Pitch Deck 1500-2000 words	30%	22 hours
Individual Assignment	65%	48 hours
Group Assignment	5%	4 hours

#### **Assessment group R2**

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment	65%	
Individual Assignment Replaces Group work.	35%	

### **Feedback on assessment**

In-class and on my.wbs

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### **Availability**

## **Post-requisite modules**

If you pass this module, you can take:

- IB3N2-15 Decision Making in Entrepreneurship
- IB3L3-15 Innovation Management
- IB3L4-15 Lean Startup

There is currently no information about the courses for which this module is core or optional.