

# IB2B7-15 Corporate Entrepreneurship

**23/24**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Eivor Oborn

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## 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.

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## Study

### Study time

Type	Required
Lectures	10 sessions of 1 hour (13%)
Seminars	9 sessions of 1 hour (12%)
Online learning (independent)	10 sessions of 1 hour (13%)
Private study	49 hours (63%)
Total	78 hours

### Private study description

Private Study.

## 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 A1

	Weighting	Study time
Individual Assignment 1 (15 CATS)	70%	50 hours
Group Project (15 CATS)	30%	22 hours

## Feedback on assessment

Feedback via my.wbs.

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## Availability

### Courses

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
  - Year 3 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
  - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
  - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy
- UMDA-B990 Undergraduate Health and Medical Sciences
  - Year 2 of B990 Health and Medical Sciences
  - Year 2 of B990 Health and Medical Sciences