

# IB2D5-15 Entrepreneurship in Practice

**24/25**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Rachel Dickinson

**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 an elective module for first year non-WBS students. It can be taken on it's own, or along with other WBS modules as part of the Business and Management pathway. Please speak to your home department for more information.

The module aims to:

1. provide non-WBS students with key principles in entrepreneurship
2. give a theoretical and practical introduction to the process of developing a business idea,
3. provide students with the tools and encouragement to continue their entrepreneurship journey within the University of Warwick and beyond.

### Module aims

The module aims to:

1. provide non-WBS students with key principles in entrepreneurship
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3. provide students with the tools and encouragement to continue their entrepreneurship journey within the University of Warwick and beyond.

## 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.

Students will develop a business for a product or service of their choice. The elements of the course will cover the aspects necessary to develop a business idea. Sessions will include:

- Opportunities
- Innovation
- Intellectual property
- Lean startup approach
- Business models
- Finding Resources
- Communication
- Business idea coaching
- Growth

## Learning outcomes

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

- Understand and be able to apply the key principles of entrepreneurship to the development of a business idea
- Create a business idea pitch
- Criticise and question the strength of a business idea
- Demonstrate the ability to think critically about the entrepreneurial process

## Indicative reading list

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

Mollick, E. (2020). *The Unicorn's Shadow*. Wharton School Press - this book has five chapters and is classed as essential reading.

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

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

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

## Subject specific skills

Identify an entrepreneurial opportunity  
Develop and iterate business model  
Appraise the resources needed to support their business idea

## Transferable skills

Develop written skills in business presentation and communication  
Apply research skills and the ability to effectively search, gather and utilize information and knowledge

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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

Independent learning

### 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 A

	Weighting	Study time	Eligible for self-certification
Individual Assignment	90%	65 hours	Yes (extension)
Participation	10%	7 hours	No

### Assessment group R

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Individual Assignment	100%		Yes (extension)

## **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
- IB3L4-15 Lean Startup

### **Anti-requisite modules**

If you take this module, you cannot also take:

- IB151-15 Foundations of Entrepreneurship
- IB2B1-15 CORE: Entrepreneurial Mindset

## **Courses**

This module is Core optional for:

- Year 2 of UPHA-F3N2 Undergraduate Physics with Business Studies

This module is Optional for:

- Year 2 of UECA-3 Undergraduate Economics 3 Year Variants
- Year 2 of UECA-LM1D Undergraduate Economics, Politics and International Studies

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

This module is Option list B for:

- Year 2 of USTA-G300 Undergraduate Master of Mathematics, Operational Research, Statistics and Economics

This module is Option list C for:

- Year 2 of USTA-Y602 Undergraduate Mathematics, Operational Research, Statistics and Economics