

# IB9YS-15 Corporate Entrepreneurship

**24/25**

**Department**

Warwick Business School

**Level**

Taught Postgraduate Level

**Module leader**

Li Liu

**Credit value**

15

**Module duration**

3 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

## **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
- Understand and explain the importance of corporate entrepreneurship for creating and sustaining competitive advantage
- Explore the different creative ways to overcome obstacles to entrepreneurship in established companies
- Demonstrate a deep understanding of a strategies and structures that support entrepreneurial behaviour and promote a company's entrepreneurial activities
- Think critically about entrepreneurial processes within established organizations.
- Demonstrate problem-solving skills and coherent lines of argument
- Effectively search, gather and utilize information and knowledge

## **Indicative reading list**

Burns, P. (2020). Corporate entrepreneurship: Innovation and strategy in large organizations (4th 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.

Osterwalder A. Pigneur Y. & Etienne F. (2020). The invincible company. John Wiley & Sons.

Ratten V. (2020). Entrepreneurship and organizational change : managing innovation and creative capabilities. Springer.

## **Research element**

Students will engage with a body of knowledge, forming critical opinion of suitability and applicability, and balancing different perspectives. Students will learn to be evidence-based,

seeking rigour, reliability and repeatability in any analysis they undertake.

## **Interdisciplinary**

Corporate entrepreneurship links strategy, innovation and entrepreneurship

## **International**

Examples will be provided during the module from a range of countries

## **Subject specific skills**

Formulate corporate objectives and strategies that support entrepreneurial behavior.

Apply entrepreneurial process to the operations of a department or functional area within an established enterprise

## **Transferable skills**

Demonstrate improved time management skills and the ability to prioritize tasks effectively.

Demonstrate IT skills

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## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	9 sessions of 1 hour (6%)
Other activity	18 hours (12%)
Private study	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

### **Private study description**

Preparation for Assignment

### **Other activity description**

9 x 2 hr F2F workshop

## **Costs**

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	100%	72 hours	Yes (extension)

Reassessment component is the same

### Feedback on assessment

via my.wbs

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## Availability

### Anti-requisite modules

If you take this module, you cannot also take:

- IB92E-15 Entrepreneurship and Business Venturing

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