

IB143-15 Digital Ventures

26/27

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Richard White

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module is only open to WBS undergraduate students, and some students taking joint degrees with WBS and another department. Students from other departments cannot take this module. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[Module web page](#)

Module aims

The main aim of the module is to offer a broad perspective on digital start-ups and the role of digital entrepreneurship in the transformation of the business landscape.

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.

The digital start-up is not just another company, but it operates and grows according to a radically different logic. This difference is related to both its size and the fact that small companies need to be more agile and reinvent themselves more readily. It is also related to the nature of the digital technology, which make digital ventures more prone to take on the-winner-takes-it-all perceptions. The malleability of technology and the fact that the marginal cost of software is close to zero simply make the digital start-up operating a little different as it seeks to scale its business. The main aim of the module is to offer a broad perspective on digital start-ups and the role of digital entrepreneurship in the transformation of the business landscape.

The students will:

- explore the nature of digital start-ups
- develop an understanding of best practices in making digital ventures grow
- analyse cases of digital start-ups
- develop an understanding of business value and business modelling in this context
- develop communicative skills related to digital entrepreneurship.

Learning outcomes

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

- Understand the nature of digital start-ups.
- Develop an understanding of business value and business modelling in this context.
- Develop critical and analytical skills.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Develop an understanding of best practices in making digital ventures grow.
Analyse cases of digital startups.

Transferable skills

Team work/group work skills.
Presentation skills.

Study

Study time

| Type | Required |
|-------------------------------|----------------------------|
| Lectures | 10 sessions of 1 hour (7%) |
| Seminars | 9 sessions of 1 hour (6%) |
| Online learning (independent) | 10 sessions of 1 hour (7%) |
| Private study | 48 hours (32%) |
| Assessment | 73 hours (49%) |
| Total | 150 hours |

Private study description

Private Study.

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 D3

| Assessment component | Weighting | Study time | Eligible for self-certification |
|--|------------------|-------------------|--|
| Group Presentation | 20% | 15 hours | No |
| Reassessment component | | | |
| Individual Assignment | | | Yes (extension) |
| Assessment component | | | |
| Centrally-timetabled examination (on-campus) Exam | 80% | 58 hours | No |

- Answerbook Pink (12 page)

Reassessment component is the same

Feedback on assessment

Feedback via my.wbs.

[Past exam papers for IB143](#)

Availability

Courses

This module is Core optional for:

- UIBA-N20B BSc in Management
 - Year 1 of N20B Management
 - Year 1 of N20B Management
 - Year 1 of N23K Management with Accounting
 - Year 1 of N234 Management with Digital Business
 - Year 1 of N235 Management with Entrepreneurship
 - Year 1 of N232 Management with Finance
 - Year 1 of N252 Management with Marketing
 - Year 1 of N23L Management with Strategy and Organisation
- UIBA-N20F Undergraduate International Management
 - Year 1 of N20F International Management
 - Year 1 of N20F International Management
 - Year 1 of N20S International Management (with Accounting)
 - Year 1 of N20T International Management (with Chinese)
 - Year 1 of N20P International Management (with Entrepreneurship)
 - Year 1 of N20M International Management (with Finance)
 - Year 1 of N20U International Management (with French)
 - Year 1 of N20L International Management (with Marketing)
 - Year 1 of N20V International Management (with Spanish)
 - Year 1 of N20W International Management (with Strategy and Organisation)
 - Year 1 of N20N International Management with Digital Business
 - Year 1 of N20E Management (with Foundation Year)
 - Year 1 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 2 of N220 International Management (with Foundation Year)
 - Year 2 of N221 International Management with Accounting (with Foundation Year)
 - Year 2 of N226 International Management with Chinese (with Foundation Year)

- Year 2 of N223 International Management with Digital Business (with Foundation Year)
- Year 2 of N224 International Management with Entrepreneurship (with Foundation Year)
- Year 2 of N222 International Management with Finance (with Foundation Year)
- Year 2 of N227 International Management with French (with Foundation Year)
- Year 2 of N225 International Management with Marketing (with Foundation Year)
- Year 2 of N228 International Management with Spanish (with Foundation Year)
- Year 2 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 2 of N20E Management (with Foundation Year)
 - Year 2 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 2 of N23M Management with Accounting (with Foundation Year)
 - Year 2 of N23E Management with Digital Business (with Foundation Year)
 - Year 2 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 2 of N23D Management with Finance (with Foundation Year)
 - Year 2 of N252 Management with Marketing
 - Year 2 of N254 Management with Marketing (with Foundation Year)
 - Year 2 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 1 of N20M International Management (with Finance)
 - Year 1 of N20B Management
 - Year 1 of N20D Management (Undergraduate Partnership Programme)
 - Year 1 of N20C Management (with Placement Year)
 - Year 1 of N20Q Management with Accounting (with Placement Year)
 - Year 1 of N236 Management with Digital Business (with Placement Year)
 - Year 1 of N235 Management with Entrepreneurship
 - Year 1 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 1 of N232 Management with Finance
 - Year 1 of N233 Management with Finance (with Placement Year)
 - Year 1 of N253 Management with Marketing (with Placement Year)
 - Year 1 of N23L Management with Strategy and Organisation
 - Year 1 of N20R Management with Strategy and Organisation (with Placement Year)

This module is Optional for:

- Year 1 of UIBA-NN02 BSC International Management with Marketing
- Year 1 of UIBA-NN01 BSC Management with Marketing
- Year 1 of UIBA-NN03 BSC Management with Marketing (With Placement Year)
- Year 1 of UGEA-RN21 Undergraduate German and Business Studies
- Year 1 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 1 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)