

IB151-15 Foundations of Entrepreneurship

26/27

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Richard White

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This gateway module introduces entrepreneurship as a method and a way of thinking and acting to create value in uncertain and dynamic environments. Drawing on ideas from across business, innovation, strategy, creativity, and the social sciences, the module explores how entrepreneurial ideas are generated, developed, and tested in practice. Students engage with key entrepreneurial concepts such as effectuation, opportunity recognition, and business modelling, while developing a venture idea (real or hypothetical) through practical activities, reflection, and experimentation. As a WBS gateway module, it provides a shared foundation for students progressing in and or into different degree pathways, supporting the development of transferable skills including problem-solving, communication, teamwork, and adaptability. The module also encourages reflection on personal interests, strengths, and future academic or career directions within and beyond WBS.

This is an elective module designed specifically for non-WBS students. 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 aims

This module aims to:

- Introduce students to core entrepreneurial principles, methods, and mindsets, including effectuation and to explore how these can be applied in contexts of uncertainty.
- Develop students' ability to analyse and critically evaluate how entrepreneurs recognise opportunities, make decisions, manage risk, and adapt within dynamic and unpredictable environments.
- Enable students to generate, develop, and test venture ideas—real or hypothetical—using appropriate entrepreneurial tools and frameworks, including business modelling techniques.
- Equip students with practical entrepreneurial skills such as ideation, networking, collaboration, storytelling, and pitching through applied and experiential learning activities.
- Encourage the integration of theory and practice through reflective engagement with entrepreneurial concepts and content, including podcasts and structured reflective writing.
- Support students' personal development and the formation of an entrepreneurial identity, enabling reflection on emerging interests, capabilities, and potential future academic, career, or venture pathways.

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.

Outline syllabus

- Entrepreneurship as a method
- Fostering networks
- Opportunity recognition
- Effectuation in practice
- Navigating uncertainty
- Creativity and innovation
- Venture capabilities
- Business modeling (Lean Canvas)
- Pitching
- Unpacking your assessment

Learning outcomes

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

- Describe entrepreneurship as both a method and a mindset for creating value in uncertain and changing environments.
- Explain key entrepreneurial concepts and frameworks, including effectuation, opportunity recognition and basic business modelling.

- Outline how entrepreneurial ideas are developed and tested, including the roles of creativity, experimentation, networks, and limited resources.
- Identify and examine entrepreneurial problems and opportunities using introductory concepts and examples.
- Demonstrate creative and analytical thinking in generating and refining ideas in response to uncertainty.
- Reflect on learning and decision-making, showing awareness of how ideas and understanding.

Indicative reading list

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

Interdisciplinary

This module is designed for non-WBS students interested in studying and learning about entrepreneurship. Drawing on perspectives from business, innovation, strategy, creativity, and the social sciences, this module presents entrepreneurship as a way of thinking and acting applicable across disciplines and career pathways.

Subject specific skills

- Apply basic entrepreneurial tools and frameworks (e.g. Lean Canvas, ideation techniques) to develop and explore a simple venture idea.
- Communicate a venture idea clearly using appropriate entrepreneurial formats, such as short written explanations, visual models, and introductory pitch presentations.
- Engage in reflective entrepreneurial practice, using structured reflection to review learning, feedback, and early venture development.

Transferable skills

- Communicate effectively in written, visual, and oral formats appropriate to academic and entrepreneurial contexts.
- Work constructively with others, contributing to discussions, peer activities, and collaborative learning tasks.
- Manage personal learning and development, demonstrating initiative, adaptability, and reflective awareness as a first-year undergraduate.

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	49 hours (33%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Independent learning

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 A2

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

Assessment group R2

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

Feedback on assessment

In class and on my.wbs

Availability

Anti-requisite modules

If you take this module, you cannot also take:

- IB2D5-15 Entrepreneurship in Practice
- IB2C9-15 Principles of Entrepreneurship
- IB2B1-15 CORE: Entrepreneurial Mindset

Courses

This module is Optional for:

- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 1 of UGEA-RN21 Undergraduate German and Business Studies
- Year 1 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- UIOA-EOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 1 of UIOA-EUS Undergraduate USA Exchange