

IB2B1-15 Entrepreneurial Mindset

26/27

Department

Warwick Business School

Level

Undergraduate Level 2

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 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

This module focuses on introducing the skills, perspectives and theories that innovators in any field or industry need to increase the likelihood of success in entrepreneurial activities. Students will come to find that this is not reserved for new venture creation but applies within existing organisations as well. With an emphasis on learning from practice, the class provides an overview of the main entrepreneurship concepts such as opportunity recognition, evaluation, and exploitation and facilitates their comprehension with hands-on exercises. As a result, students may

re-evaluate their views of entrepreneurship within the framework of entrepreneurial thinking and putting this mindset into action. Specifically designed for undergraduate students, prior experience in entrepreneurship – or even a desire to become an entrepreneur in the future – are not required or expected. Throughout a combination of lectures, guest speakers, case studies, readings, and hands-on activities, students will develop a mindset as well as a toolkit of skills to create and evaluate entrepreneurial opportunities, marshal resources, and work in teams driven by creativity, curiosity, leadership, and smart action.

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.

Sample module outline

- Introduction to the Entrepreneurial Mindset and assessments
- Identifying opportunities
- Generating ideas
- Using design thinking
- Evaluating and testing ideas
- Building a case for your idea using different forms of value
- Finding resources for your idea
- Communicating your idea to others (e.g., pitching)
- Dealing with idea success and failure
- Module wrap up and recording videos

Learning outcomes

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

- Appreciate the importance of the entrepreneurial mindset and identify its features.
- Demonstrate a broad understanding of the entrepreneurial process and the main entrepreneurship theories.
- Develop a deep understanding of the notion of entrepreneurial opportunities and their sources.
- Recognise the importance, role and function of entrepreneurial teams
- Gain insight into business modelling and business plans
- Explore the different new business funding sources and what type of firms they may be suited to.
- Gain insights into the different growth and exit strategies for a business venture.
- Demonstrate the ability to think critically about the entrepreneurial process
- Develop problem-solving skills
- Develop coherent lines of argument

Indicative reading list

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

Subject specific skills

- Demonstrate the ability to apply the fundamental concepts and analytical tools that help identify, assess opportunities and develop entrepreneurial ventures in real world business situations and opportunities.
- Gain valuable practical experience in researching, developing, defining and clearly communicating a new business concept in an efficient, effective and compelling manner.
- Experience the practical aspects of being a member of or leading an entrepreneurial team.

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.
 - Develop written and oral skills in business presentation and communication
 - 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 mainly by preparing the group project video.
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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	47 hours (32%)
Assessment	73 hours (49%)
Total	149 hours

Private study description

No private study requirements defined for this module.

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 A5

	Weighting	Study time	Eligible for self-certification
Group Pitch Deck 2000 words	20%	15 hours	No
Individual Assignment	75%	54 hours	Yes (extension)
Group Assignment	5%	4 hours	No

Assessment group R5

	Weighting	Study time	Eligible for self-certification
Individual Assignment	75%		Yes (extension)
Individual Assignment Replaces Group work.	25%		Yes (extension)

Feedback on assessment

In-class and on my.wbs

Availability

Post-requisite modules

If you pass this module, you can take:

- EC347-15 Topics Explored in Economics and Management

Courses

This module is Core for:

- Year 2 of UIBA-NN02 BSC International Management with Marketing
- Year 2 of UIBA-NN01 BSC Management with Marketing
- Year 2 of UIBA-NN03 BSC Management with Marketing (With Placement Year)
- Year 2 of UECA-L1N3 BSc Economics and Management with Placement Year

- UIBA-N20B BSc in Management
 - Year 2 of N20B Management
 - Year 2 of N20B Management
 - Year 2 of N23K Management with Accounting
 - Year 2 of N234 Management with Digital Business
 - Year 2 of N235 Management with Entrepreneurship
 - Year 2 of N232 Management with Finance
 - Year 2 of N252 Management with Marketing
 - Year 2 of N23L Management with Strategy and Organisation
- Year 2 of UECA-L1N2 Undergraduate Economics and Management
- UIBA-N20F Undergraduate International Management
 - Year 2 of N20F International Management
 - Year 2 of N20F International Management
 - Year 2 of N20S International Management (with Accounting)
 - Year 2 of N20T International Management (with Chinese)
 - Year 2 of N20P International Management (with Entrepreneurship)
 - Year 2 of N20M International Management (with Finance)
 - Year 2 of N20U International Management (with French)
 - Year 2 of N20L International Management (with Marketing)
 - Year 2 of N20V International Management (with Spanish)
 - Year 2 of N20W International Management (with Strategy and Organisation)
 - Year 2 of N20N International Management with Digital Business
 - Year 2 of N20E Management (with Foundation Year)
 - Year 2 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 4 of N220 International Management (with Foundation Year)
 - Year 4 of N221 International Management with Accounting (with Foundation Year)
 - Year 4 of N226 International Management with Chinese (with Foundation Year)
 - Year 4 of N223 International Management with Digital Business (with Foundation Year)
 - Year 4 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N222 International Management with Finance (with Foundation Year)
 - Year 4 of N227 International Management with French (with Foundation Year)
 - Year 4 of N225 International Management with Marketing (with Foundation Year)
 - Year 4 of N228 International Management with Spanish (with Foundation Year)
 - Year 4 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 3 of N20J Management (Foundation Year and Placement)
 - Year 3 of N20K Management (Foundation Year and UPP)
 - Year 3 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 3 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 3 of N23G Management with Finance (with Foundation Year and Placement)

- Year)
- Year 3 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 3 of N20E Management (with Foundation Year)
 - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 3 of N23M Management with Accounting (with Foundation Year)
 - Year 3 of N23E Management with Digital Business (with Foundation Year)
 - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 3 of N23D Management with Finance (with Foundation Year)
 - Year 3 of N252 Management with Marketing
 - Year 3 of N254 Management with Marketing (with Foundation Year)
 - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)

This module is Optional for:

- Year 2 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 3 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 3 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 3 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 3 of N403 Accounting and Finance (with Foundation Year)
- Year 3 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 2 of N401 Accounting and Finance (Placement)
 - Year 2 of N402 Accounting and Finance (Undergraduate Partnership Programme)