

IB2B7-15 Corporate Entrepreneurship

26/27

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Eivor Oborn

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and 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 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.
- Human resource management and corporate entrepreneurship.

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.
- Appreciate the importance of corporate entrepreneurship for creating and sustaining competitive advantage.
- Explore the different creative ways to overcome obstacles to entrepreneurship in established companies.
- Develop a deep understanding of a strategies and structures that support entrepreneurial behaviour and promote a company's entrepreneurial activities.
- Become familiar with framing and presenting new business ventures in a way that makes them attractive to various corporate audiences.
- Demonstrate the ability to think critically about entrepreneurial processes within established organizations.
- Develop problem-solving skills.
- Develop coherent lines of argument.

Indicative reading list

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

Subject specific skills

Gain valuable practical experience in formulating corporate objectives and strategies that support entrepreneurial behaviour.

Experience the practical aspects of applying entrepreneurial process to the operations of a department or functional area within an established enterprise.

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.
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.

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

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 A2

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment 1 (15 CATS)	70%	50 hours	Yes (extension)

Reassessment component is the same

Weighting Study time Eligible for self-certification

Assessment component

Group Project (15 CATS) 30% 22 hours No

Reassessment component

Individual Assignment 2 Yes (extension)

Feedback on assessment

Feedback via my.wbs.

Availability

Courses

Course availability information is based on the current academic year, so it may change.

This module is Optional for:

- 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 1 of UIOA-VEU Undergraduate EU Visiting
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 2 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- 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-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)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 2 of N20M International Management (with Finance)
 - Year 2 of N20B Management
 - Year 2 of N20D Management (Undergraduate Partnership Programme)
 - Year 2 of N20C Management (with Placement Year)
 - Year 2 of N20Q Management with Accounting (with Placement Year)
 - Year 2 of N236 Management with Digital Business (with Placement Year)
 - Year 2 of N235 Management with Entrepreneurship
 - Year 2 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 2 of N232 Management with Finance
 - Year 2 of N233 Management with Finance (with Placement Year)
 - Year 2 of N253 Management with Marketing (with Placement Year)
 - Year 2 of N23L Management with Strategy and Organisation
 - Year 2 of N20R Management with Strategy and Organisation (with Placement Year)
- UIOA-VOS Undergraduate Overseas Visiting
 - Year 1 of UVOS Undergraduate Overseas Visiting
 - Year 1 of UVOS Undergraduate Overseas Visiting