

# IB2D5-15 Entrepreneurship in Practice

**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

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## Description

### Introductory description

This gateway module introduces entrepreneurship as a method or 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 on or into different degree pathways, supporting the development of transferable skills including problem-solving, communication, teamwork, creativity 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](http://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.

- Entrepreneurship as a method
- Fostering networks
- Opportunity recognition
- Effectuation in practice
- Navigating uncertainty
- Creativity and innovation
- Venture capabilities
- Business modelling
- Pitching your idea
- Unpacking your assessment

## Learning outcomes

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

- Demonstrate application of entrepreneurship as both a method and a mindset, including how value is created in uncertain and dynamic environments.
- Explain and contextualise key entrepreneurial concepts, theories, and frameworks, such as effectuation, opportunity recognition, affordable loss, lean start-up, and business modelling.
- Describe how entrepreneurial opportunities are identified, developed, and refined, including the roles of creativity, innovation, networks, resource constraints, and iterative learning in

venture creation.

- Analyse and evaluate entrepreneurial problems and opportunities using appropriate concepts, frameworks, and evidence in conditions of uncertainty.
- Apply critical and creative thinking to generate, test, and refine venture ideas, making informed decisions based on reflection and feedback.
- Critically reflect on entrepreneurial processes and personal learning, demonstrating the ability to learn from experimentation, success, and failure.

## Indicative reading list

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

## Interdisciplinary

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 entrepreneurial frameworks and methods (e.g. effectuation, opportunity recognition, business modelling, Lean Canvas) to develop, test, and refine venture ideas under conditions of uncertainty.
- Create and communicate venture propositions through structured analysis, creative ideation, and effective use of pitching, storytelling, and branding tools.
- Engage in reflective entrepreneurial practice, using feedback, experimentation, and critical self-reflection to enhance venture development and entrepreneurial capability.

## Transferable skills

- Communicate entrepreneurial ideas effectively, using appropriate written, visual, and oral formats, including reflective writing and pitching.
- Work collaboratively and professionally, building and using networks, engaging with feedback, and contributing effectively to group and peer-learning activities.
- Manage personal learning and development, demonstrating self-reflection, adaptability, and initiative in response to uncertainty and new challenges.

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## Study

## Study time

<b>Type</b>	<b>Required</b>
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.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A2

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

### Assessment group R2

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

## Feedback on assessment

In class and on my.wbs

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## Availability

### Anti-requisite modules

If you take this module, you cannot also take:

- IB2B1-15 CORE: Entrepreneurial Mindset
- IB151-15 Foundations of Entrepreneurship

## **Courses**

This module is Optional for:

- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 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