IB92E-15 Entrepreneurship and Business Venturing

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Noni Symeonidou
Credit value
15
Module duration
2 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

The module aims to develop an understanding of entrepreneurs and the firms they create and manage. Entrepreneurship is not only about new ventures or 'small' business or 'early-stage' business, nor even exclusively about for-profit business. Rather, it is a method of creative problem solving in business and a logic for taking action in a variety of settings where business can make a positive difference.

Module web page

Module aims

The module will explore a range of different ways of thinking about what entrepreneurship is and what entrepreneurs do. Our intention in the module is to try and help facilitate you in developing a more entrepreneurial mindset. This module also provides you with an opportunity to work on a group project for exploiting an entrepreneurial opportunity.

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 entrepreneurial process and mindset
The entrepreneurial team and beyond
Opportunity identification and design thinking
The business model
New venture growth

Learning outcomes

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

- Demonstrate a rigorous theoretical underpinning and understanding of the nature, role and activities of entrepreneurs (and entrepreneurial teams) and their ventures
- Demonstrate an understanding of the entrepreneurial process and within that explore issues relating to opportunity identification and exploitation
- Demonstrate an understanding of the new venture creation process including opportunity identification and definition, business modelling, finance and developing growth and exit strategies
- Demonstrate understanding into the features of an entrepreneurial mindset
- Think critically about the entrepreneurial process
- Demonstrate developed diagnostic, analytical and problem-solving skills

Indicative reading list

Reading lists can be found in Talis

Subject specific skills

Demonstrate enhanced research skills and the ability to effectively search, gather and utilize information and knowledge

Transferable skills

Demonstrate developed written and business presentation skills
Demonstrate improved time management skills as well as the ability to prioritize tasks effectively

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Study

Study time

Type	Required
Lectures	8 sessions of 2 hours (11%)
Seminars	8 sessions of 1 hour (5%)
Other activity	6 hours (4%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

2 x 3 hr workshops (to include student presentations)

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
Assessment component			
Group Presentation (12 slides) including Q&A and video	30%	22 hours	No
Reassessment component			
Individual assignment Individual assignment 1500 words			Yes (extension)
Assessment component			
Individual written assignment	60%	43 hours	Yes (extension)

	Weighting	Study time	Eligible for self-certification
Reassessment component is the same			
Assessment component			
Class participation	10%	7 hours	No
Reassessment component is the same			

Feedback on assessment

via myWBS

Availability

There is currently no information about the courses for which this module is core or optional.