

IB217-6 Starting a Business

20/21

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Krystallia Moysidou

Credit value

6

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The course provides a theoretical and practical introduction to the process of analysis and planning for the starting of a small business. whilst each aspect covered in order to set up a small business is in itself a discipline.

[Module web page](#)

Module aims

The module aims to provide a basic appreciation of:

The various aspects of business operation and management function.

The business interface with it's public, be they customers, financiers or suppliers.

The sources of advice resources and assistance available locally to help create a new business.

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 Syllabus is structured to develop a step by step approach to forming a business. The student will develop a business plan tailored to a product or service of their choice. The elements of the

course will cover the aspects necessary to complete a comprehensive strategy and plan for the chosen business. This will range from deciding what business to go into, to developing its requirements in terms of human, financial and physical resources. Sessions include:

Choosing the business.

Forming the business.

Selecting premises.

Customers and competitors.

Pricing the products.

Promoting the business.

Employing people.

Accounting 1,2 &3.

Planning the business.

Presenting Business Ideas and plan.

Sources of advice/assistance.

Raising the money.

Expanding the business.

Learning outcomes

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

- Appreciate the various aspects of business operation and management function.
- Appreciate the business interface with it's public, be they customers, financiers or suppliers.
- Appreciate the sources of advice resources and assistance available locally to help create a new business.

Subject specific skills

No subject specific skills defined for this module.

Transferable skills

No transferable skills defined for this module.

Study

Study time

Type	Required
Lectures	15 sessions of 1 hour (25%)
Private study	18 hours (30%)
Assessment	27 hours (45%)
Total	60 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 A3

	Weighting	Study time
Written Assignment	100%	27 hours

Feedback on assessment

Feedback via my.wbs.

Availability

Courses

This module is Core optional for:

- Year 2 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 2 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)

This module is Optional for:

- UCHA-4M Undergraduate Master of Chemistry Variants
 - Year 2 of F126 MChem Chemistry with Med Chem (with Prof Exp)
 - Year 2 of F106 MChem Chemistry with Professional Experience

This module is Option list B for:

- UMAA-G105 Undergraduate Master of Mathematics (with Intercalated Year)
 - Year 2 of G105 Mathematics (MMath) with Intercalated Year
 - Year 3 of G105 Mathematics (MMath) with Intercalated Year
- UMAA-G100 Undergraduate Mathematics (BSc)

- Year 2 of G100 Mathematics
- Year 2 of G100 Mathematics
- Year 2 of G100 Mathematics
- Year 3 of G100 Mathematics
- Year 3 of G100 Mathematics
- Year 3 of G100 Mathematics
- UMAA-G103 Undergraduate Mathematics (MMath)
 - Year 2 of G100 Mathematics
 - Year 2 of G103 Mathematics (MMath)
 - Year 2 of G103 Mathematics (MMath)
 - Year 3 of G100 Mathematics
 - Year 3 of G103 Mathematics (MMath)
 - Year 3 of G103 Mathematics (MMath)
- UMAA-G106 Undergraduate Mathematics (MMath) with Study in Europe
 - Year 2 of G106 Mathematics (MMath) with Study in Europe
 - Year 3 of G106 Mathematics (MMath) with Study in Europe
- Year 2 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 2 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- Year 2 of UMAA-GL11 Undergraduate Mathematics and Economics
- Year 2 of UECA-GL12 Undergraduate Mathematics and Economics (with Intercalated Year)
- UMAA-G101 Undergraduate Mathematics with Intercalated Year
 - Year 2 of G101 Mathematics with Intercalated Year
 - Year 4 of G101 Mathematics with Intercalated Year

This module is Option list G for:

- USX2-Y202 Undergraduate Social Studies [2 + 2]
 - Year 3 of Y202 Social Studies [2 + 2]
 - Year 3 of Y202 Social Studies [2 + 2]