IB2C9-15 Principles of Entrepreneurship

21/22

Department
    Warwick Business School
Level
    Undergraduate Level 2
Module leader
    Antonio Sergio Pereira da Costa
Credit value
    15
Module duration
    10 weeks
Assessment
    Multiple
Study location
    University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for Non-WBS students.

The module aims to:

1. provide non-WBS students with key principles in entrepreneurship give a theoretical and practical introduction to the process of developing a business idea.
2. provide students with the tools and encouragement to continue their entrepreneurship journey within the University of Warwick and beyond.

[Module web page](#)

Module aims

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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.

Students will develop a business for a product or service of their choice. The elements of the course will cover the aspects necessary to develop a business idea. Sessions will include:

- Opportunities
- Innovation
- Intellectual property
- Lean startup approach
- Business models
- Finding Resources
- Communication
- Business idea coaching
- Growth

Learning outcomes

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

- Understand and be able to apply the key principles of entrepreneurship to the development of a business idea.
- Create a business idea pitch & individual assessment.
- Criticise and question the strength of a business idea.
- Demonstrate the ability to think critically about the entrepreneurial process.

Indicative reading list

- Barringer, B.R. and Ireland, R.D. (2010) Entrepreneurship: Successfully Launching New Venture , Harlow: Pearson
- Barrow, C., Barrow, P. and Brown, R. (2015) The Business Plan Workbook: a practical guide to new venture creation and development, London : KoganPage.
- Bhide, A. (1992) 'Bootstrap Finance: The Art of Start-Ups' Harvard Business Review, 70, 6, pp. 109-17
- Mollick, E. (2020). The Unicorn's Shadow. Wharton School Press - this book has five chapters and is classed as essential reading.
- Neck, H.M., Neck, C.P., & Murray, E. L. (2018). Entrepreneurship: The practice and mindset. Sage.
  Ries, E. (2011), The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, London ; New York : Portfolio Penguin.
- Shane, S. (2003). A general theory of entrepreneurship. Cheltenham: Edward Elgar.

Interdisciplinary

This module is designed for students from other University departments interested in studying and learning about entrepreneurship.

Subject specific skills

Identify an entrepreneurial opportunity.
Develop and iterate a business model.
Appraise the resources needed to support their business idea.

Transferable skills

Develop written skills in business presentation and communication.
Apply research skills and the ability to effectively search, gather and utilize information and knowledge.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 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 A

	Weighting	Study time
Individual Assignment (15 CATS)	90%	65 hours

	Weighting	Study time
Participation (15 CATS)	10%	8 hours

Assessment group R

	Weighting	Study time
Individual Assignment (15 CATS)	100%	

Feedback on assessment

Feedback provided 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:

- Year 2 of USTA-G1G3 Undergraduate Mathematics and Statistics (BSc MMathStat)
- USTA-GG14 Undergraduate Mathematics and Statistics (BSc)
  - Year 2 of GG14 Mathematics and Statistics
  - Year 2 of GG14 Mathematics and Statistics

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
- Year 2 of USTA-G300 Undergraduate Master of Mathematics,Operational Research,Statistics and Economics
- 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
- USTA-Y602 Undergraduate Mathematics,Operational Research,Statistics and Economics
  - Year 2 of Y602 Mathematics,Operational Research,Stats,Economics
  - Year 2 of Y602 Mathematics,Operational Research,Stats,Economics