

# 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

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## 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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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.

## 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 Ventures*, 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.

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## **Study**

### **Study time**

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

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## **Assessment**

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

### **Assessment group A**

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment (15 CATS)	90%	65 hours

	<b>Weighting</b>	<b>Study time</b>
Participation (15 CATS)	10%	8 hours

## **Assessment group R**

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment (15 CATS)	100%	

## **Feedback on assessment**

Feedback provided via my.wbs.

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## **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