

# ES2B6-15 Starting a Business

**25/26**

**Department**

School of Engineering

**Level**

Undergraduate Level 2

**Module leader**

Nigel Denton

**Credit value**

15

**Module duration**

15 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

ES2B6-15 Starting a Business

[Module web page](#)

### Module aims

Economic growth requires new businesses to be established and therefore it is important to also generate enthusiasm amongst engineering students for private enterprise and business ownership as a career option and to provide them with guidance on how to start and run a business.

This needs to be at an appropriate depth and with appropriate focus, so that informed decisions can be made and so that he/she is able to communicate effectively with entrepreneurial and business colleagues.

### 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.

Enterprise and Starting a Business

Small business definition & role in the economy; entrepreneurship; business planning; market research; company formation; acquiring premises; financing the business; understanding finance in a small business; intellectual property rights, managing the business; employment issues in enterprises; growth of a business, exiting the business, enterprise policy.

## Learning outcomes

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

- Understand the environment in which the business and the entrepreneur exist. (C5, M5)
- Apply business tools including market research and financial appraisal to inform the business start-up and manage its initial growth. (C6 (D), M6(D) C15, M15)
- Understand the concepts of company formation, intellectual property rights, employment issues and other start-up constraints. (C8(D), M8(D), C9, M9)
- Produce and appraise a business plan for a new enterprise (C15, M15)
- Present the business plan to a group of 'investors' and defend the robustness of it. (C17, M17)

## Indicative reading list

Colin and Paul Barrow and Rick Brown, 'The Business Plan Workbook', 6th Edition, Kogan Page, 2012.

Eric Ries, The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, 2011

Nir Eyal, Hooked: how to build habit forming products, 2014

Rob Fitzpatrick, The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you, 2013

Muhammad Yunus, Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs , 2011

Michael Gerber, The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It, 2001

Sir Richard Branson, Screw it, Let's Do it: Lessons in Life and Business, 2010

Peter Thiel and Blake Masters, Zero to One: Notes on Start Ups, or How to Build the Future, 2015

Richard Blundel, Exploring Entrepreneurship: Practices and Perspectives, 2011

Marcus Buckingham & Donald Clifton, Now, Discover Your Strengths: How to Develop Your Talents and Those of the People You Manage 2005.

## Subject specific skills

TBC

## Transferable skills

TBC

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## Study

### Teaching split

Provider	Weighting
Warwick Business School	95%
WMG	5%

### Study time

Type	Required
Lectures	19 sessions of 1 hour (13%)
Seminars	2 sessions of 1 hour (1%)
Practical classes	2 sessions of 1 hour (1%)
Other activity	2 hours (1%)
Private study	125 hours (83%)
Total	150 hours

### Private study description

Private Study 125 hrs

### Other activity description

2 x 1 hr consultancy

### Costs

No further costs have been identified for this module.

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### Assessment

You must pass all assessment components to pass the module.

### Assessment group A4

	Weighting	Study time	Eligible for self-certification
Case Based Class Participation	40%		No

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Individual participation in case discussion during live lectures during weeks 18 to 21, based on a three point rubric. In the event that a student cannot participate live, they can still participate online via Moodle.			
Group Project	60%		No
2000-word group report and 10-minute group presentation, including peer assessment			

## Feedback on assessment

Written feedback on Group Reports, Upper Level Pitch Presentation and Class Based Participation; Formative feedback in Tutorials.

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## Availability

### Courses

This module is Core for:

- Year 2 of UESA-HN15 BEng Engineering Business Management

This module is Optional for:

- Year 2 of UESA-H335 BEng Automotive Engineering
- Year 2 of UESA-H161 BEng Biomedical Systems Engineering
- Year 2 of UESA-H63W BEng Electronic Engineering
- Year 2 of UESA-H113 BEng Engineering
- Year 2 of UESA-HH75 BEng Manufacturing and Mechanical Engineering
- Year 2 of UESA-H315 BEng Mechanical Engineering
- Year 2 of UESA-HH35 BEng Systems Engineering
- UESA-H112 BSc Engineering
  - Year 2 of H112 Engineering
  - Year 2 of H112 Engineering
- Year 2 of UESA-H336 MEng Automotive Engineering
- Year 2 of UESA-H163 MEng Biomedical Systems Engineering
- Year 2 of UESA-H63X MEng Electronic Engineering
- Year 2 of UESA-H114 MEng Engineering
- Year 2 of UESA-HH76 MEng Manufacturing and Mechanical Engineering
- UESA-H316 MEng Mechanical Engineering
  - Year 2 of H315 Mechanical Engineering BEng
  - Year 2 of H316 Mechanical Engineering MEng
- Year 2 of UESA-H605 Undergraduate Electrical and Electronic Engineering
- Year 2 of UESA-H606 Undergraduate Electrical and Electronic Engineering MEng