



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

ENTREPRENEURIAL FINANCE AND MARKETING								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD59	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: ENTREPRENEURIALSHIP DEVELOPMENT								

I. COURSE OVERVIEW:

The aim of this course is designed to foster a deep comprehension of entrepreneurship, covering its evolution, the individual entrepreneurial mindset, launching ventures, entrepreneurial marketing, and strategies for market development and growth. Participants will explore the impact of entrepreneurship, the twenty-first-century trends, and the approaches to the entrepreneurial process.

II. OBJECTIVES:

The students will try to learn:

- I. The evolution of entrepreneurship approaches to entrepreneurship process approach
- II. The individual entrepreneurial mind set and personality.
- III. The entrepreneurship methods to initiate ventures creating new ventures.
- IV. The strategic planning strategic actions and strategic positioning business stabilization

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Delve into the revolutionary impact and evolution of entrepreneurship, and explore contemporary trends.
- CO2 Explore the individual entrepreneurial mindset and personality, stressing the entrepreneurial journey, motivation, and stress management.
- CO3 Focus on identifying opportunities, fostering entrepreneurial imagination and creativity, and understanding the innovation process.
- CO4 Discuss the methods to initiate ventures, including creating new ventures, acquiring established entrepreneurial ventures, and franchising.
- CO5 Examine the characteristics, functions, and challenges of entrepreneurial marketing.
- CO6 Evaluate the positioning, segmentation, targeting, and communication, pricing, and distribution strategies in entrepreneurial marketing.

IV. COURSE CONTENT:

MODULE-I-UNDERSTANDING ENTREPRENEURIAL MINDSET (08)

The Revolution impact of entrepreneurship, the evolution of entrepreneurship approaches to entrepreneurship process approach, twenty first century trends in entrepreneurship

MODULE -II-THE INDIVIDUAL ENTREPRENEURIAL MINDSET (09)

The individual entrepreneurial mind set and personality: the entrepreneurial journey, stress and the entrepreneur, the entrepreneurial ego entrepreneurial motivations, corporate entrepreneurial mind nature of corporate entrepreneur conceptualization of corporate entrepreneurship strategy sustaining corporate entrepreneurship.

MODULE -III-LAUNCHING ENTREPRENEURIAL VENTURES (09)

Opportunities identification, entrepreneurial imagination and creativity the nature of the creativity process innovation.

Entrepreneurship methods to initiate ventures creating new ventures, acquiring an established entrepreneurial venture franchising hybrid disadvantage of franchising.

MODULE -IV-ENTREPRENEURIAL MARKETING AND GROWTH (10)

Meaning, characteristics, functions, marketing challenges, marketing mix (6P's). Identifying entrepreneurial marketing opportunities, market research, demand forecasting, Concept of enterprise growth, forms, types, structures of organizational growth, Gazelles and Mice, growth objectives – operative and strategic targets, growth analysis.

MODULE -V-ENTREPRENEURIAL MARKET DEVELOPMENT STRATEGIES (09)

Positioning, segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricing strategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

V. TEXT BOOKS:

1. Kent Billingsley “Entrepreneur to Millionaire: How to Build a Highly Profitable, Fast-Growth Company and Become Embarrassingly Rich Doing It”, 2nd edition, 2021.
2. Mirdul Amin Sarkar “Entrepreneurship in Independent Market Research & Strategic Digital Marketing “, 3rd edition, 2020.
3. Ronald W Melicher, “Entrepreneurial Finance” 4th edition, 2019.
4. Jeffrey R. Cornwall David O Vang “Entrepreneurial Financial Management: An Applied Approach “, 4th edition, 2019.
5. Gary Vaynerchuk, “One Entrepreneur's Take on Leadership, Social Media and Self Awareness “, 2nd edition, 2016.
6. DF Kuratko and TV Rao, “Entrepreneurship-A South- Asian Perspective”, Cengage Learning, 1st edition, 2012.

VI. REFERENCE BOOKS:

1. Vasanth Desai, “Dynamics of Entrepreneurial Development and Management”, HPH Millennium, 1st edition, 2007.
2. P. Narayana Reddy, “Entrepreneurship Development–Text and Cases”, Cengage Learning, 1st edition, 2007.

VII. WEB REFERENCES:

1. <http://www.freebookcentre.net/business-books-download/entrepreneurial-development.html>
2. <http://depintegraluniversity.in/userfiles/entrepreneurship%20development.pdf>

VII. E-TEXT BOOKS:

1. <http://bookboon.com/en/entrepreneurship-ebooks>

2. <http://pdf-directory.org/ebook.php?id=rejjanenzvyc>
3. https://www.amazon.in/dp/B00QITGLEG/ref=cm_sw_r_apan_glt_322YCBBS0RS8E7N9CZRC.
4. https://www.amazon.in/dp/B086Z93CWG/ref=cm_sw_r_apan_glt_XBZBMFSMMQ886K6EFYA