



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		
CMBE64	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: Entrepreneurship and Design Thinking								
SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)								

I. COURSE OVERVIEW:

This course provides an in-depth understanding of the entrepreneurial mindset, processes, and practices essential for launching, managing, and sustaining successful ventures. It focuses on the evolution and trends of entrepreneurship, the individual and corporate entrepreneurial mindset, opportunity identification, creativity, innovation, entrepreneurial marketing, growth strategies, and market development approaches. Students will gain both theoretical insights and practical knowledge necessary to become effective entrepreneurs or intrapreneurs in a competitive and dynamic environment.

II. OBJECTIVES:

The students will try to learn:

- I. The revolution, evolution, and contemporary trends in entrepreneurship.
- II. The entrepreneurial mindset, personality traits, and motivations.
- III. The identification, creativity, and innovation in launching ventures.
- IV. The entrepreneurial marketing and growth strategies.
- V. The development strategies including segmentation, targeting, positioning, and communication.

III. COURSE OUTCOMES:

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

- CO1 Recall the evolution, process, and impact of entrepreneurship, and recognize trends shaping entrepreneurship in the 21st century.
- CO2 Explain the characteristics of the individual and corporate entrepreneurial mindset, and assess stress, ego, and motivations influencing entrepreneurs.
- CO3 Apply creativity, imagination, and innovation techniques in identifying and evaluating entrepreneurial opportunities.
- CO4 Analyze entrepreneurial marketing challenges, growth objectives, and organizational structures for sustaining ventures.
- CO5 Evaluate entrepreneurial marketing challenges and growth strategies for sustaining competitive advantage.
- CO6 Create effective market development strategies through segmentation, targeting, positioning, pricing, distribution, and communication.

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.

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>

VIII. 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_XBZBMFSMMQ886K6EFYA4.