# ENTREPRENEURIAL FINANCE AND MARKETING

| IV Semester: MBA | | | | | | | | |
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| **Course Code** | **Category** | **Hours / Week** | | | **Credits** | **Maximum Marks** | | |
| **CMBC62** | **Elective** | **L** | **T** | **P** | **C** | **CIA** | **SEE** | **Total** |
| | | 4 | - | - | 4 | 30 | 70 | 100 |
| **Contact Classes: 45** | **Tutorial Classes: Nil** | **Practical Classes: Nil** | | | | **Total Classes: 45** | | |

## I. COURSE OVERVIEW:

This course acquire the knowledge and skills needed to manage the development of innovations, to recognize and evaluate potential opportunities to monetize these innovations, to plan specific and detailed methods to exploit these opportunities, and to acquire the resources necessary to implement these plans. Topics include understanding entrepreneurial mind-set, the individual entrepreneurial ventures, entrepreneurial marketing and growth, entrepreneurial market development strategies

## II. COURSE 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.  Entrepreneurial marketing opportunities and growth analysis.
V.   The strategic planning strategic actions and strategic positioning business stabilization.

## III. COURSE OUTCOMES:
**After successful completion of the course, students will be able to:**

**CO 1:**  Evaluate the revolution impact of entrepreneurship to gain knowledge about entrepreneurship.

**CO 2:**  Analyze the 21st century trends in entrepreneurship to meet challenges and issues in business.

**CO 3:**  Analyze the individual entrepreneurial personality, journey, and stress help to build the mindset.

**CO 4:**  Examine the ego, motivational factors to formulate the entrepreneurship strategy for sustaining in corporate level.

**CO 5:**  Effectively and efficiently evaluate the potential of new business opportunities to have market potential for new venture.

**CO 6:**  Summarize the methods for initiative creating new ventures and franchising for starting new entrepreneurship.

**CO 7:**  Describe the characteristics, functions and understand marketing challenges to meets the requirement of customers need.

**CO 8:**  Evaluate the market research and forecast demand for enterprise growth and achieving theorganization growth.

**CO 9:**  Discuss the positioning, segmentation, targeting and communication strategy for implementing pricing decision.

**CO 10:**  Analyze the strategies to build the customer relationships and marketing plans to promote the product into the market

## IV. SYLLABUS

| UNIT-I | UNDERSTANDING ENTREPRENEURIAL MINDSET | Classes: 08 |
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The Revolution impact of entrepreneurship, the evolution of entrepreneurship approaches to entrepreneurship process approach, twenty first centaury trend s in entrepreneurship.

| UNIT-II | THE INDIVIDUAL ENTREPRENEURIAL MINDSET | Classes: 09 |
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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

corporateentrepreneurship.

| UNIT-III | LAUNCHING ENTREPRENEURIAL VENTURES | Classes: 09 |
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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.

| UNIT-IV | ENTREPRENEURIAL MARKETING AND GROWTH | Classes: 10 |
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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.

| UNIT-V | ENTREPRENEURIAL MARKET DEVELOPMENT STRATEGIES | Classes: 09 |
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Positioning, segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricingstrategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

**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", CengageLearning, 1st Edition, 2012.
7. Gordon and Natarajan, "Entrepreneurship Development" Himalaya, 1st Edition, 2008.
8. Coulter, "Entrepreneurship in Action", PHI, 2nd Edition, 2009.
9. S.S. Khanka, "Entrepreneurial Development", S. Chand and Co. Ltd, 1st Edition, 2007.

**Reference Books:**

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", HPH Millenium, 1st Edition, 2007.
2. P.NarayanaReddy,"EntrepreneurshipDevelopment–TextandCases",CengageLearning,1st Edition, 2007.

**Web References:**

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

**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_XBZBMFSMMQ886K6EFY A4.