

## Module Outline

<b>Module Code</b>	: TR2201
<b>Module Title</b>	: Entrepreneurial Marketing
<b>Semester</b>	: Semester II, AY2122
<b>Faculty</b>	: Mr Kwok Ying Yao
<b>Department</b>	: Marketing
<b>Email</b>	: bizkwyy@nus.edu.sg
<b>URL</b>	: <a href="https://bschool.nus.edu.sg/marketing/faculty/">https://bschool.nus.edu.sg/marketing/faculty/</a>
<b>Telephone</b>	: +65-9670-3968

### Overview

This course provides the knowledge base required of an entrepreneur. In this course you will learn several key concepts of entrepreneurship with an emphasis on value creation through marketing, especially in the context of the new economy. Starting from the inception of a business idea by understanding the needs and wants of the marketplace, and to its execution, this course will provide participants, in addition to the knowledge base, a framework to understand the workings of a business. Students will learn the mechanics of writing a business plan that is the launch pad of a viable new enterprise. They will also be given the opportunity to hone their presentation skills.

Although this module is primarily designed for those keen to explore the possibility of going into business on their own, many large companies are beginning to adopt entrepreneurial thinking into their businesses. Many of the principles covered, for example in Bootstrap or Guerilla Marketing, are applicable to businesses large or small. Even large businesses need to continually innovate to compete, survive and succeed in a rapidly changing world.

### Module Objectives

This course aims to equip students with the knowledge base needed by an entrepreneur with a focus on marketing and to encourage students to start their own business venture. Marketing with an entrepreneurial mindset will be also useful for students who may find themselves in established businesses. At the end of the course, students should be able to:

1. Understand the core concepts of Entrepreneurship and Marketing
2. Apply creativity and innovation to generate new business ideas and in marketing
3. Evaluation new business ideas through feasibility analysis
4. Design a business model, strategic plan and marketing plan to incorporate creative marketing tactics with sound ethical business practice
5. Devise ways to leverage Web 2.0 in the business
6. Develop a sound financial plan and be aware of the sources of financing in business
7. Write and present an effective business plan

### General Guide & Reading

- Scarborough, Norman M, and Cornwall, Jeffrey R, "Essentials of Entrepreneurship and Small Business Management", Pearson, (9<sup>th</sup> Edition)
- Handouts.
- Readings from e-reserves.

## Assessment

Assessment Components	Weightage
<u>Individual Components</u>	
In class Performance	10%
Peer Evaluation	10%
<u>Team Components</u>	
Team Assignment	5%
Business Concept / Feasibility Analysis	5%
Complete Plan Report	15%
Business Plan Presentation	10%
<u>Assessment Tests Component</u>	
Mid-Term Test	20%
Final Test	25%

### Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

#### Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

### Schedule and Outline

Lesson/ Week	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Course Introduction  The Challenge of Entrepreneurship  The Marketing Environment	Chapter 1 & 3	Discussion on future Trends and impact of the Changing Marketing Environment
2	Conducting a Feasibility Analysis  The Marketing Mix	Chapter 4	Forming of Project Teams
3	Crafting a Business Plan  Building a Strategic Plan	Chapter 5	Finalize Project Teams  Generating Business Concepts
4	Defining the Target Market  Building a Marketing Plan	Chapter 9	Class Exercise on Market Sizing  Case Assignments
5	Pricing a Product and/or Service Pricing and Credit Strategies  Cash Management	Chapter 11 & 13	Class Exercise on Sales Forecasting  Cash Flow Team Exercise
6	Business Concept		<b>Business Concept / Idea Presentation (All Teams)</b>
	<b>MID-SEMESTER BREAK</b>		
7	Managing Cash Flow  Creating a Financial Plan	Chapter 13 (cont'd) & 12	<b>MID-TERM TEST</b>  Cash Flow Exercise Discussion  Understanding the Financial Statements
8	Finding the Right Channels to market your Products  E-Commerce	Chapter 10	Case Assignments Submission Deadline  Evaluating the Potential for e-Commerce in the business

9	Financing the Business B2B and Sales	Chapter 15	Class Discussion on Case Assignment 1
10	Franchising Location and Layout	Chapter 8 & 14	Class Discussion on Case Assignment 2
11	Ethics and Social Responsibility  Developing a Global Vision	Chapter 2 & 16	Discussion on Business Ethics
12	Building A New Venture Team and Business Continuity	Chapter 17	<b>Business Plan Presentations for Teams 1 to 4</b>
13	Revision		<b>Business Plan Presentations for Teams 5 to 8</b>  <b>FINAL TEST</b>