Module Outline

Module Code	: MKT2711A
Module Title	: Marketing Venture Challenge
Semester	: Semester 1, AY 2022/2023
Faculty	**:** Mr JT Tchea
Department	: Marketing
Emails	: tchea@google.com
URL	: https://bschool.nus.edu.sg/marketing/faculty/
Consulting Hours	: Virtual and by appointment

Overview

Have you ever wondered how internet-based startups/companies thrive in this new digital age?
We will learn how the internet and technologies have created a generation of digital consumers and disruptive businesses. This includes understanding digital consumers, the ecosystem and exploring new technologies

Startups and their business models
Having a great idea is only one part of the equation. Execution is equally, if not more important in creating a successful business. We will explore the key areas for a business such as business model, marketing and financial projections that are crucial for great execution.

Venture building challenge
This class offers students a unique opportunity to work together to develop and understand new business ideas and models. At the end of the class, students should have a firm understanding of the internet/tech industry and how companies in the industry thrive.

Industry/career mentor
As an alumnus of NUS Business School, nothing excites me more than giving back to my alma mater and that means the students. I am extremely lucky in my career to work in the tech industry early on and will always be happy to share with and mentor students who are interested in this area.

Module Objectives

This course aims to accomplish the following:
1. Understand how the internet and technologies have impacted the world economy
2. Understand how to develop a business idea and/or how business ideas are form and executed
3. Acquaint students with digital marketing principles

General Guide & Reading

No textbooks will be required for the course. For the first half of the course, you will be required to read and come prepared to discuss in class assigned handouts, readings and podcasts, prior to each lecture. These assignments and reading materials will be provided. You will be expected to actively participate during class sessions and you may be called upon to share your thoughts regarding the assignment. Classes will also include videos, exercises, case discussions, and external speakers.

During the 2nd half of the course, you will be expected to apply both your learnings from the readings and the lecture notes to your business plans.

Assessment

This class will be on a Pass/No Pass grading scale. Your evaluation of P/NP will be based on:

Class Participation: 30%
Group project submission - idea submission: 10%
Group project submission - final deliverable: 40%
Group project submission - presentation: 20%

Group Project - Marketing Venture Challenge
There will be 2 types of projects available to the class:
1. **Startup business plan:** ideate, develop and create a tech/internet based business plan
2. **Tech company deep-dive:** understand, learn and share the growth journey of an assigned tech company

Each group must have four or five per group. You can form your own groups, but everyone must belong to a group. If you don't have a group, one will be assigned to you.

Group project submission - Part 1
Part 1 of group project submission will count towards 10% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied to both the quality of the submission and the context behind the "why".

1. **Startup business plan:** Idea, problem statement and supporting insights
2. **Tech company deep-dive:** Overview, key challenges and success

Deliverables:
● Format: 2 PowerPoint slides.
● Submission through LumiNUS.
● Deadline: Week 5

Group project submission - Part 2
Part 2 of group project submission will count towards 40% of your total grade and will be graded on a group basis. For the grading of your submission, the weight will be applied to the depth of your analysis, integration and application of classroom materials, and the "soundness" of your proposal.

Deliverables are different for both project types:
1. **Startup business plan**
   a. Full business and marketing plan
      i. Background/ problem statement
      ii. Product description and value proposition
      iii. Target market, market sizing, Observations/ research data
      iv. Marketing plan, user acquisition
      v. Financial planning/ cost structure/ revenue stream
   b. Format: 10-20 PowerPoint slides.
   c. Submission through LumiNUS.
   d. Deadline: Week 12
2. **Tech company deep-dive**
   a. Deepdive report
      i. Background/introduction of company
      ii. Beginning / early growth / opportunity
      iii. Business model
      iv. Growth
      v. Challenges
   b. Format: 5-7 pages Word doc
   c. submission through LumiNUS
   d. Deadline: Week 12

Group project submission - Part 3 (presentation)
Part 3 of the group project submission will count toward 20% of your total grade and be graded on a group basis. For the grading of your submission, the weight will be applied to the depth of your analysis, integration and application of classroom materials, and presentation. All groups will present their work during week 12 & 13 of class.

Deliverables for presentation:
● 15 minutes
● 5 minutes QnA
● No limit PowerPoint slides

Peer Evaluation
Free-riding is not to be tolerated. If there is any free riding, group members may file in a Peer Evaluation Form (get from me) and marks for free riders may be severely reduced, affecting their pass/fail status.

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

About me

JT is a strategy lead from Google's APAC Corporate Strategy and Planning team based in Singapore. His work spans organisational efficiency, resourcing strategy, investments and go-to-market strategy for the APAC advertising business. Prior to Google, JT was with the Strategy and Operations team at Airbnb China. He was part of the China landing team that expanded Airbnb's presence into China, growing the operations in China from 20 to 300 employees. JT is also an alumnus of NUS Business School.

Schedule and Outline

Week	Details (submission in bold) // All submission deadline by end of class
1	- Introduction to the course - Project overview and submissions - Digital consumers and ecosystem 1
2	- Digital consumers and ecosystem 2 - China & ASEAN rising
3	- Disruptive business models - Finding product market-fit **Submission of group**
4	- Digital marketing & user acquisition - Group project selection
5	- How to build a business case - Market validation, sizing, competitions - Guest speaker: Leader in tech
6	**Group project submission - Part 1** - Feedback on group ideas / Consultation
Reading week	
7	- Venture capital & the startup funding landscape - How investors value startups - Guest speaker: Leader in tech
8	- How to make successful business pitch - Storytelling and your elevator pitch - Guest speaker: Leader in tech
9	Group work / Consultation
10	Group work / Consultation
11	Group work / Consultation
12	**Group project submission - Part 2** **Group presentation**
13	**Group presentation**