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| **Course Code:** | **MG564** |
| **Course Title:** | **Entrepreneurial Marketing** |

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| Resource Person: | Ms. Aysha Qayyum |
| Email: | [aysha.qayyum@umt.edu.pk](mailto:aysha.qayyum@umt.edu.pk) |
| Contact Hours: | Displayed on office door |
| Office Address: | Department of Marketing – HSM |
| Programme: | MBA |
| Semester: |  |
| Course Pre-requisites: | None |
| Credit Hours: | 3 |
| Course Type: | Core |
| Venue/Day/Time: |  |
| Course URL (if any): |  |

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| **Course Description:** |
| This course is taught by applying different tools and is focused on student’s skill enhancement. Practical activities are a part of this course to give the students a realistic view of our business world. The skills learned in our entrepreneurship classes are vital for the success of any business -- large or small, public or private, corporate or not-for-profit, local or global. This course enables the students to recognize, create and shape opportunities, provide the leadership and build the team to create economic and social value.  They will learn to assess feasibility and drivers of opportunities, develop viable business models, and take action.  We teach both predictive and creative approaches to all aspects of launching, growing and expanding businesses. |

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| **Course Teaching Methodology:** |
| The course will be taught face to face. Lecturing, case studies and project would be assigned for ensuring participative learning. The teaching pedagogy of this course would be learning by doing, for this students would be given real time problems, case studies and assignments so that students could develop better understanding of Entrepreneurship. |

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| **Program Objectives/Goals (POs):** | | **Programme Learning Outcomes** |
| PO-1 | To develop the conceptual knowledge and apply with an integrated approach to various business functions | PLO1, PLO2 |
| PO-2 | To develop business and entrepreneurial aptitude among the students. | PLO1, PLO3, PLO4, PLO5 |
| PO-3 | To develop problem-solving, critical thinking and decision making skills through experiential learning and innovative pedagogy | PLO1, PLO3, PLO5 |
| PO-4 | To prepare the students to have excellent communication skills using a variety of appropriate technologies | PLO4, PLO5 |
| PO-5 | To develop socially, ethically and environmentally responsible business leaders. | PLO2 |
| PO-6 | To provide practical industrial exposure to the students to hone their managerial competencies and leadership skills. | PLO2, PLO4, PLO6 |

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| **Programme Learning Outcomes (PLOs):**  **After completing this degree programme, students shall be able to:** | |
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| PLO-1 | Demonstrate the ability to apply a core body of discipline specific knowledge to business situations. |
| PLO-2 | Apply ethically and socially responsible perspectives to business situations and managerial issues. |
| PLO-3 | Think critically to seek out information from diverse perspectives and reflexively use it to evaluate opportunities. |
| PLO-4 | Demonstrate leadership and communication skills to effectively work in teams, lead them and communicate professionally. |
| PLO-5 | Use technology to effectively apply digital acumen and IT skills to make decisions. |
| PLO-6 | Apply the practical knowledge to understand local industry needs as well as dynamic global business world challenges. |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | |
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| CLO-1 | Appreciate and understand the spirit, challenges, and rewards of entrepreneurship. What is Entrepreneurship all about, its history and process. |
| CLO-2 | Understand the sources of new venture opportunity. How businesses can be created to solve many problems the society is currently facing and how ethics can be incorporated in the core. Successfully creating and leading teams and assigned tasks. |
| CLO-3 | Effectively assess entrepreneurial opportunities and build the required MVP/prototype/business model to reach entrepreneurial goals. |
| CLO-4 | Understand special issues facing entrepreneurs and unique contexts for business venturing and business growth. |

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| **Programme Learning Outcomes (PLOs):** | | **Course**  **Learning**  **Outcomes** |
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| PLO-1 | Work effectively in teams and understand group processes, leadership, conflict, power and culture in organization. | CLO-3 |
| PLO-2 | Use analytical and reflective thinking techniques | CLO2, CLO3 |
| PLO-3 | Apply appropriate quantitative and qualitative techniques in solving business problems. | CLO2 |
| PLO-4 | Draft effective business documents and prepare and deliver effective oral business presentations using the variety of appropriate technologies. | CLO2 |
| PLO-5 | Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum. | CLO3 |
| PLO-6 | Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. | CLO2 |
| PLO-7 | Understand the dynamics of industry and understand business as an integrated system and apply strategic planning tools. | CLO1,CLO2 |
| PLO-8 | Identify and analyze relevant global factors that influence decision making in an international business setting. | CLO1, CLO4 |

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| **Assurance of Learning and Assessment Items:**  *Specify Assessment Items that will assure student learning through application and achieve objectives of specific CLOs* | |
| **Assessment Item** | **Application/ Objectives**  **CLO** |
| Quiz | **CLO 1, CLO2, CLO3** |
| Assignments | **CLO 2, CLO 3, CLO 4** |
| Mini-Project | **CLO 2, CLO 3** |
| Case Studies | **CLO 2, CLO 3, CLO 4** |
| Mid-term exam | **CLO 1, CLO 2** |
| Presentation | **CLO 2, CLO 3, CLO 4** |
| Final Term | **CLO 2,3,4** |

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| **Assessment Structure and Grading Policy\*:** | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Quiz | 15% | 4 quizzes spread in the course |
| Assignments | 15% | 4 assignments spread in the course |
| Project with Presentations | 30% | One-time assessment |
| Mid-term exam | 20% | One-time assessment |
| Final Term | 20% | One-time assessment |
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| **Total** | **100** |  |
| **Notes – Norms and Important Class Policies:**  *(such as submission guidelines, academic honesty, make-up policy, code of conduct)*   * Students need to adhere a strict attendance policy. Students will not be marked present once the attendance is announced on aportal. * No late assignment is acceptable. * As this is a hands on course, students will be working in groups. Thus, no free riding is allowed. All the members have to do their work diligently. * A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. | | |

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| **Weekly Sessions Plan:** | | |
| **Topics / Contents** | **Activity** | **Application/Objectives**  **CLO** |

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| 1 | Understanding of the concept of Entrepreneurship, History & Process of Entrepreneurship, linkages of entrepreneurship with Marketing, |  | CLO-1 |
| 2 | Ideation: Identifying Consumer Needs & Evaluating Market Opportunities  Activity: Ideation—students will identify business ideas by solving problems, identifying market gaps and analyzing macro environment. | Assignment 1  & class activity | CLO-1 |
| 3 | Entrepreneurship and entrepreneurial types/styles?  Feasibility Analysis: Market & Industry Analysis. | Quiz 1  Case Study 1 | CLO-3, PLO-1 |
| 4 | Creating Customer Persona  Market segmentation, Targeting & Positioning, Entrepreneurial marketing strategies.  Activity: Talking with the customers to get actual feedback and make changes | Assignment 2  Quiz 2 | CLO-2, PLO-2 |
| 5 | Entrepreneurial products and services development, Creating Brand Positioning and Value creation for New Ventures  Activity: : Students are required to suggest functional improvements in existing businesses—out of the box thinking | Class activity | CLO-2, PLO-2, PLO-6 |
| 6 | Entrepreneurial market opportunity, Creating Business Plans. Entrepreneurial Pricing Strategy  How to formulate & present business plans | Assignment | CLO-2, PLO-2 |
| 7 | Development of workable business model and identify its important components and selecting New Venture Team | Case Study | CLO-3,PLO-5 |
| **8** | **Midterm Exam** |  | **Mid Term Exam** |
| 9 | Entrepreneurial promotion, Integrated Marketing Communication (IMC):  Use of different media tools and its integration,  Entrepreneurial social marketing |  | CLO-3, PLO-5 |
| 10 | Entrepreneurial branding, brand equity and bran positioning, Advertisement, and sales promotion strategies for new ventures | Case Study | CLO-2, PLO-4 |
| 11 | Creating Public Relation Campaigns and Events and Experiences for New Ventures.  Activity: Connecting with different national and international funding platforms to get seed capital | Case Study | CLO-2, PLO-4 |
| 12 | Ethics & Corporate Social Responsibility  Moral guidelines for marketers  Creating Socially responsible work culture  Environment friendly business practices | Case Study | CLO-3, PLO-5 |
| 13 | Case Study Analysis | Case Study | CLO-4, CLO-2, PLO-8, PLO-6 |
| 14 | Final Project Presentation | Presentations | CLO-4, PLO-8 |
| 15 | Final Project Presentation | Presentations | CLO-4, PLO-8 |

**Final Project:**

This project enables the students to work on their business ideas and turn them into viable businesses. The process starts with ideation, in which they are required to create business ideas from different idea generation sources. After that they will screen their business ideas based on potential market size, growth rate and some other important criteria. Once they have shortlisted one idea, they group will work on idea feasibility, industry and target market analysis, business plan and business model canvas formulation. All the activities in this course add to this creative process of value creation and innovation. They have to start, document, and sale their product/ service and have to earn profit in 4 months’ time. This gives them hands on experience of business creation and innovation.

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| **RECOMMENDED / REFERENCE BOOK (S) / LIST OF READING MATERIALS** |
| * Entrepreneurship, Successfully Launching New Ventures by Bruce R. Barringer &   R. Duane Ireland, 6th Edition.  **Reference Books:**   * Blue Ocean Strategy by [W. Chan Kim](https://www.google.com/search?client=firefox-b-d&q=W.+Chan+Kim&stick=H4sIAAAAAAAAAOPgE-LSz9U3MDItMTAzUwKzzUtyyrMKtGSyk630k_Lzs_XLizJLSlLz4svzi7KtEktLMvKLFrFyh-spOGck5il4Z-YCAOBmh9pGAAAA&sa=X&ved=2ahUKEwjf4tXpsO3gAhVJ7HMBHSj4CyIQmxMoATAiegQICBAK), [Renée Mauborgne](https://www.google.com/search?client=firefox-b-d&q=Ren%C3%A9e+Mauborgne&stick=H4sIAAAAAAAAAOPgE-LSz9U3MDItMTAzU-LWT9c3NDI0LDLIsNCSyU620k_Kz8_WLy_KLClJzYsvzy_KtkosLcnIL1rEKhCUmnd4ZaqCb2JpUn5Rel4qAHs6F6RMAAAA&sa=X&ved=2ahUKEwjf4tXpsO3gAhVJ7HMBHSj4CyIQmxMoAjAiegQICBAL) * McGrath, R. G., and MacMillan, “Discovery-Driven Planning,” Harvard BusinessReview, July-August, 1995 (Reprint No. 95406) * Rich, S. R., and D. E. Gumpert, “How to Write a Winning Business Plan," Harvard Business Review, May-June, 1985 (Reprint No. 85314). * The Art of the Start by Guy Kwasaki * Entrepreneurship & Small Business, Start-up, Growth & Maturity, 4th Edition by Paul Burns. * Entrepreneurship, 7e, Donald Kuratko, Richard Hodgettes * Entrepreneurship, 2e, Robert Baron, Scott Shane |

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| **WEB RESOURCES** |
| * https://www.smeda.org/ * http://www.lcci.com.pk/ * http://www.pseb.org.pk/ * http://plan9.pitb.gov.pk/ |

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| **ACADEMIC RESPONSIBILITY POLICY STATEMENT (UMT)** |
| As a member in the academic community of University of Management and Technology (UMT), it imposes on students, faculty members, and administrators an obligation to respect the dignity of others, to acknowledge their right to express differing opinions, and to foster and defend intellectual honesty, in instruction and counseling, and expression on and off campus. In addition, faculty are responsible for but not limited to policies and procedures defined in board policies, administrative regulations, and the employment contract. Students are entitled to an atmosphere conducive to learning and to fair treatment in all aspects of the faculty-students relationship. |
| **FOR DEAN &AAQIC USE ONLY** |
| Quality Check:  Conform to Approved Curriculum:  Remarks: |