

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: <b>Entrepreneurial Marketing</b>					
2.	Course Code: <b>BBA 3574</b>					
3.	Name(s) of academic staff: TBA					
4.	Rationale: To expose the students with alternative approach in marketing in line with entrepreneurship skills.					
5.	Semester and Year offered: Semester 5 Year 3					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 22	T 11	P 0	O 4	37 + 83 (IL) = 120 hours
7.	Credit Value: 3 credit hours					
8.	Prerequisite (if any): BBA 2224 Marketing Management.					
9.	<p>Objectives: The objectives of this course are :</p> <ul style="list-style-type: none"> <li>• Entrepreneurship focus and market environment.</li> <li>• Approach in setting the direction for entrepreneurial venture particularly marketing.</li> <li>• Different types and nature of venture vehicles.</li> <li>• Focus on growth, learning, knowledge, technology and technology driven products development.</li> </ul>					
10.	<p>Learning outcomes: At the end of the course students should be able to</p> <ul style="list-style-type: none"> <li>• Understand entrepreneurship and describe the various market conventions in business world.</li> <li>• Explain the nature of competitors and conventional competition.</li> <li>• Understand on what are steps to map the future venture and adopt guidelines to promotion, pricing and product development.</li> <li>• Learn and know how to apply time and processed-based entrepreneurship.</li> <li>• Outline the various forms of ventures and the appropriate forms of entrepreneurship vehicles for the ventures.</li> <li>• Elaborate on the entrepreneurial service in the public sector.</li> </ul>					
11.	<p>Transferable Skills: The students are given assignment on this topic via project paper, case study or practical experiential learning including during internship</p>					
12.	<p>Teaching-learning and assessment strategy Guided and non-guided learning, blended-learning approach, summative and formative assessments</p>					

13.	<p>Synopsis:</p> <p>The course is designed to present some basic conceptual tools concerning entrepreneurial marketing which relates to the actual management of process. This approach can be applied to large or small organizations to exploit the classical philosophy and at the same time to enhance the future performance. The focus is on differentiating perspectives and strategies or process from that of conventional. The course is conducted with emphasis on students own learning and practical activities in the faculty entrepreneurship incubator.</p>																	
14.	Mode of Delivery: Lectures/Tutorial/Practical/Class Activities																	
15.	<p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Class Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Case Studies, Seminar, Project Paper and Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">40%</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: right;"><b>100%</b></td> </tr> </table>								Class Participation	10%	Continuous Assessment, Assignments and Tests	20%	Case Studies, Seminar, Project Paper and Presentation	30%	Final Examination	40%	<b>Total</b>	<b>100%</b>
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16.	Mapping of the course/module to the Programme Aims NA																	
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached																	
18.	Content outline of the course/module and the SLT per topic:																	
		Delivery																
	Topics	L	T	P	O	GL Hour	NGL Hour	SLT										
	<b>1. Entrepreneurship and Market conventions.</b> <ul style="list-style-type: none"> <li>• Perspective of firms as being entrepreneurial.</li> <li>• Definitions and characteristics of entrepreneurs and entrepreneurship.</li> <li>• Entrepreneurial marketing against intuitive entrepreneurship.</li> <li>• Sector performance and customer conventions.</li> </ul>	2	1	-	-	3	6	9										

	<p><b>2. Understanding the Conventional Competitors.</b></p> <ul style="list-style-type: none"> <li>• Conventional strategies focusing on mass market and economies of scale.</li> <li>• Strategic marketing behaviour.</li> <li>• Conventional marketing strategies work and how strategic change can offer solutions.</li> </ul>	4	2	-	-	6	12	18
	<p><b>3. Understanding the Conventional Competitors.</b></p> <ul style="list-style-type: none"> <li>• Inclusion of external and internal dimensions to strategy implementation.</li> <li>• Fundamental shift in some organizations from manufacturing standard products to diversified products.</li> </ul>	2	1	-	-	3	6	9
	<p><b>4. Mapping the future.</b></p> <ul style="list-style-type: none"> <li>• Necessity of marketing plan.</li> <li>• Steps and the process in the mapping model.</li> <li>• Mapping matrix.</li> </ul>	2	1	-	2	5	13	18
	<p><b>5. Entrepreneurial Promotion, Pricing and Distribution.</b></p> <ul style="list-style-type: none"> <li>• Role of Information in entrepreneurial promotion.</li> <li>• Entrepreneurial customer targeting and entrepreneurial message contents.</li> <li>• Entrepreneurial approaches to process and information sources.</li> <li>• Entrepreneurial approaches to pricing strategies.</li> <li>• Entrepreneurial view of convention and approaches to distribution strategies.</li> </ul>	2	1	-	-	3	6	9

<p><b>6. Entrepreneurial New Product Development.</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurial focus on product development strategy and project orientation.</li> <li>• Relevance of; <ul style="list-style-type: none"> <li>- improving form and extending functionality,</li> <li>- changing form and upgrading functionality.</li> </ul> </li> </ul>	2	1	-	-	3	6	9
<p><b>7. Entrepreneurial New Product Development.</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurs approach to product folio management</li> <li>• Innovation management conventions.</li> <li>• Building the entrepreneurial culture.</li> <li>• Organizational style for focusing on innovation.</li> </ul>	2	1	-	-	3	6	9
<p><b>8. Time and Process-based Entrepreneurship.</b></p> <ul style="list-style-type: none"> <li>• Time based entrepreneur</li> <li>• Time and process management.</li> <li>• Importance of technology and its relevance to mass customization.</li> </ul>	2	1	-	-	3	6	9
<p><b>9. Large and Small firms Entrepreneurship.</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurial approach to identification of new customers.</li> <li>• Barriers to entrepreneurial process in large firms.</li> <li>• Importance of leadership in large firms.</li> <li>• Managing entrepreneurial process which focuses on the technology entrepreneurs.</li> <li>• Growth of development process of small firms.</li> </ul>	2	1	-	1	4	11	15

	<p><b>9. Learning, Knowledge Platforms and Networks.</b></p> <ul style="list-style-type: none"> <li>• Single-loop and double-loop learning models.</li> <li>• Importance of competences and learning in organization.</li> <li>• Elements in a good support learning system and compare with an entrepreneurial learning system.</li> </ul>	2	1	-	1	4	11	15
	<p><b>10. Learning, Knowledge Platforms and Networks.</b></p> <ul style="list-style-type: none"> <li>• Types of Knowledge Networks; <ul style="list-style-type: none"> <li>- Hub knowledge network</li> <li>- Cascade knowledge network.</li> <li>- Horizontal knowledge network.</li> </ul> </li> </ul>	2	1	-	-	3	6	9
	<b>TOTAL STUDENT LEARNING TIME</b>	22	11	-	4	37	83	120
19.	<ul style="list-style-type: none"> <li>• Main references supporting the course <ul style="list-style-type: none"> <li>• <i>Entrepreneurial Marketing</i> by Ian Chatson, Macmillan Press Ltd, (2000).</li> <li>• <i>Entrepreneurial Marketing- the growth of small firms in the new economic era</i> by Bjorn Bjeke and Claes M. Hutman, Biddles Ltd, (2002).</li> </ul> </li> <li>• Additional references supporting the course <ul style="list-style-type: none"> <li>• Minet Schindehutte , Michael Morris , Leyland Pitt , <i>Rethinking Marketing: The Entrepreneurial Imperative</i> , Prentice Hall, 1<sup>st</sup> Edition, 2008.</li> <li>• Robert F. Everett , <i>The Entrepreneur's Guide to Marketing</i> , Praeger, 2008.</li> </ul> </li> </ul>							
20.	Other additional information: Nil							