

Entrepreneurial Marketing - JSPE302

Faculty	Dr. Kamalika Chakraborty
Co - Faculty	Dr. Atish Chattopadhyay

Credit – 2

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Group Work/ Supervised Learning Hours	Directed Learning Hours (learning on one's own)	Total Hours (should be not less than three times the contact hours)
20	10	30	60

Learning Outcomes for the Course

1. Develop an Entrepreneurial temperament, pursue and exploit opportunities
2. Generate insight about customers from data.
3. Evaluate customer needs through site visits and customer interactions and create and refine the offering of the venture using the insights from the interaction.
4. Generate a business plan.
5. Design an effective plan for resource support from investors and other stake holders.

Topics Covered

- Understanding Innovation, Entrepreneurship, Intellectual Property, and Corporate Partnering
- Analyzing the Feasibility of Entering the Cab Aggregator Market
- Identifying the Target Market and Customer Pain Points
- Customer, Consumer, and Competitor Analysis
- Value Proposition Creation
- Differentiation and Value Curve Analysis
- Articulating Differentiation Using Customer Journey Map
- Identifying Decision Making Units and Revenue Models
- Understanding Who Pays, Why, and How
- Target Customer Identification and Sales Funnel Creation

For additional details, visit : <https://jagsom.edu.in/careertrack/>
Meet our faculty: <https://jagsom.edu.in/faculty-directory/>