

Entrepreneurship, Startup & Digital Marketing - Curriculum

Entrepreneurship

Module 1 Fundamentals of Business & Marketing

Chapter 1 - Understanding Human Demand and Needs & Maslow's Hierarchy of Needs

- 1.1 Introduction to Maslow's Hierarchy of Needs (Practical model)

Chapter 2 - Flow of Money in the Economy

- 2.1 Role of key players: Distributors, Suppliers, Retailers, and Wholesalers

Chapter 3 - Marketing Mix – The 4Ps & 7Ps

- 3.1 4P's :- For Service Based Business
 - Product
 - Price
 - Place
 - Promotion
- 3.2 7P's Analysis :- For Service Based Business
 - Product (Service)
 - Price
 - Place (Distribution)
 - Promotion
 - People
 - Process
 - Physical Evidence

Chapter 4 - STP Analysis/Framework

- 4.1 Segmentation :- (Group of customers having Identical needs.)
- 4.2 Targeting :- (Understanding Requirement and Effective Communication)
 - 1) Mass marketing (undifferentiated)
 - 2) Segment (Differentiated)
 - 3) Concentrated (Niche)
- 4.3 Positioning :- (Place a product Occupies in customer Mind)

Chapter 5 - SWOT Analysis

- 5.1 SWOT: Strengths, Weaknesses, Opportunities, Threats

Chapter 6 - Marketing Channels

- 6.1 Topic 1:- Analysis of Marketing Channels - Touch Points
- 6.2 Physical Location (Brick and Mortar Store)
- 6.3,a) Digital Media - Digital Marketing
- 6.3,b) SEO - Onsite & offsite SEO

Chapter 7 - Zero Cost Marketing Techniques

- 7.1 Guerrilla Marketing
- 7.2 Ingredient Branding & Surrogate Marketing

Chapter 8 - Bottom of the Pyramid Concept

- 8.1 Concept & Core Idea
- 8.2 Business potential in underserved markets
- 8.3 Characteristics of BoP Markets
- 8.4 Real-world examples and impact in India

Module 2 Operation, Production and Supply Chain (ERP)

Chapter 1 - Retail Concepts & Merchandising

- 1.1 Specialty Retailers
- 1.2 Licensed Retailers (Retail Licensing and Licensee Model)
- 1.3 Departmental Stores
- 1.4 Independent Retailers
- 1.5 Omni-channel Retailers
- 1.6 Variety Retailers
- 1.7 Short Assortment Retailers

Chapter 2 - Retail Demographics & Consumer Buying Behavior

- 2.1 Understanding Retail Demographics
- 2.2 How consumers make purchase decisions

Chapter 3 - Key Players in Supply Chain

- 3.1 Manufacturer, Wholesaler, Distributor, Retailer, Customer

Chapter 4 - Distribution & FMCG Supply Chain

- Case Studies: Hindustan Unilever, ITC, Coca-Cola
- Concepts like Cross-Docking
- Coca cola Arm Reach Strategy

Chapter 5 - Push vs Pull Supply Chain Models

- Difference between Push and Pull systems

Chapter 6 - Outsource, White label brand & Inhouse Brand

- Difference between Push and Pull systems

Chapter 7 - Retail Business Model

- Asset-Heavy, Hybrid, and Asset-Light platforms.
- Case Study :- Bigbazaar, Amazon & Paytm

Chapter 8 - Supply Chain of Online Retailers

- Amazon have Fulfillment Centers or Warehouse

Module 3 Digital Marketing, Advertising & Online Aggregators

Chapter 1 - Introduction to Digital Marketing

- 1.1 SEO
- 1.2 Social Media Marketing
- 1.3 Email Marketing
- 1.4 Affiliate Marketing
- 1.5 Content Marketing

Chapter 2 - Understanding how Google search ranks websites (Google SERP)

- 2.1 Types of SEO: On-site and Off-site optimization.
- 2.2 Factor need to be considered for Onsite SEO
- 2.3 Off-site SEO optimization.

Chapter 3 - What is platform Business

- Eg:- Flipkart, OLX

3.1 Network Effect (Chicken and Egg Problem)

- "E-commerce businesses are easy to build, but the biggest challenge is the network effect – how you will bring in customers, and supplier"

3.2 Problems with Platform Business

1. Disintermediation
2. Proposed Solutions

Chapter 4 - What is API (Application Programming interface)

- 4.1 API Business Model :- API Monetization Options
- 4.2 Free
- 4.3 Developer Pays
- 4.4 Subscription
- 4.5 Pay-as-you-go
- 4.6 Point-based
- 4.7 Transaction fees
- 4.8 Popular Examples
- 4.9 Shopify
- 5 Amazon Web Services
- 5.1 Google AdSense
- 5.2 Message APIs: Razorpay, PayPal, PayU

Chapter 5 - SaaS (Software as a Service) Business Model

- What SaaS is and how it functions.
- Types of businesses that use SaaS products.
- Benefits of SaaS: scalability, low cost, and recurring revenue.

Chapter 6 - Business Model Canvas

- 6.1 Creating a Business Model Canvas (BMC).
- 6.2 Customer Segments
- 6.3 Value Propositions
- 6.4 Channels
- 6.5 Customer Relationships
- 6.6 Revenue Streams

- 6.7 Key Resources
- 6.8 Key Activities
- 6.9 Key Partners
- 7 Cost Structure

Chapter 7 - How To Raise the Fund

Module 4 Product, Branding & Marketing and Customer Experience/CRM.

Chapter 1 - Product Strategy

- 1.1 Product Life Cycle (PLC)
- 1.2 POP (Point of Parity), POD (Point of Difference), and Straddle Positioning
- 1.3 Straddle Positioning
- 1.4 Brand Value Proposition
- 1.5 Unit Economics of the Product
- 1.6 CAC (Customer Acquisition Cost), CLV (Customer Lifetime Value), Gross Margins, Ticket Size
- 1.7 BCG Matrix (Boston Consulting Group Matrix)

Chapter 2 - Competitor Analysis

- 2.1 Porter's Five Forces
- 2.2 How company Increases the Experience

Chapter 3 - Customer Journey and Sales Funnel

- Understanding the Sales Funnel

Chapter 4 - Influencer and Affiliate Marketing

- 4.1 Role of Influencers in Marketing
- 4.2 Affiliate Sales Strategies

Module 5 Organization Management & Growth Strategy

Chapter 1 - Different Management Approaches

- 1.1 Classical
- 1.2 Behavioural

- 1.3 Modern
- 1.4 Hawthorne Studies

Chapter 2 - Perception, Communication, and Johari Window

Chapter 3 - Group and Team Productivity, Human Resource Planning, and Quality of Work Life

Chapter 4 - OYO Success Factors: Mission, Vision, and Values of Top Management

Chapter 5 - Organizational Structure and Compensation

Chapter 6 - Compensation Benefits and Incentive Plans

Chapter 7 - Corporate Governance.

"An investment in knowledge pays the best interest" – Benjamin Franklin

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Guide to Start-up

Module 1 Start-up and Business Terminologies

- 1.1 USP
- 1.2 Target audience
- 1.3 Potential Prospect

Module 2 Shortlisting 2-3 Ideas

- 2.1 Should you become an entrepreneur or not?
- 2.2 Generating Idea
- 2.3 Shortlisting Ideas
- 2.4 Offline Approaches
- 2.5 Online Approache - CTR, CPC, & CPA

Module 3 How to pick the right Start-up idea

- 3.1 Overview
- 3.2 Usual sceneries OF Idea which you shortlisted
- 3.3 1st FRAMEWORK : SIZE - GROWTH - COMPETITION FRAMEWORK
- 3.4 2nd FRAMEWORK - B2C IDEAS
- 3.5 3rd FRAMEWORK :- B2B IDEAS

Module 4 Finding your Co-Founder and the founding team

- 4.1 Is a co-founder needed ?
- 4.2 How you can assess if you need a founder or not ?
- 4.3 If you're looking for a cofounder, what all should you look for ?
- 4.4 Building a founding team
- 4.5 Best hiring practices-
- 4.6 Along with hiring right, it is important to fire right

Module 5 Basics of Founder equity and ESOP's

- 5.1 Founder Equity
- 5.2 ESOPs- Employee stock options plans
- 5.3 Stock V/S Stock options
- 5.4 What % of ESOPs should be given to employees ?
- 5.5 Vesting Schedule
- 5.6 Management of ESOPs

Module 6 Basics of fund raising

- 6.1 Fundraising - Understand investors
- 6.2 Right time & purpose of raising money
- 6.3 How does fundraising work ?/ terms around fundraising
- 6.4 Tech- revenue - growth framework
- 6.5 Dilution

Module 7 Planning and building your 1st version of product

- 7.1 Product building phase
- 7.2 TMT Model
- 7.3 Do's & don't

Module 8 Pricing your MVP

- 8.1 VCF framework for pricing
- 8.2 Dos & Don'ts around MVP pricing
- 8.3 5 strategies of pricing

Module 9 Releasing your product and getting your 1st customers

- 9.1 Standard mechanisms to get the 1st few customer
- 9.2 Product market fit (PMF)
- 9.3 Pivot

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Digital Marketing

Module 1 TAKE A BUSINESS ONLINE

- Chapter 1 The online opportunity
- Chapter 2 Your Digital opportunity
- Chapter 3 Your first steps in online success
 - 3.1 Your online goals
 - 3.2 Building your online presence
 - 3.3 Marketing your online presence
 - 3.4 Analyse and adapt
- Chapter 4 Build your web presence
 - 4.1 Choosing your online presence
 - 4.2 How websites work
 - 4.3 Key website ingredients
 - 4.4 Websites and your business goals
 - 4.5 Make your website easy to use
- Chapter 5 Plan your online business strategy
 - 5.1 The benefits of an online strategy
 - 5.2 Taking a business online
 - 5.3 Understanding customer behaviour
 - 5.4 How to stand out from the competition
 - 5.5 Using goals to improve business performance.

Module 2 MAKE IT EASY FOR PEOPLE TO FIND A BUSINESS ON THE WEB.

- Chapter 1 Get started with search
 - Search engine basics
 - How search engines work
 - How search engines see the web
 - Organic search
 - Paid search
 - Google search console

- **Chapter 2 Get discovered with search**
 - Intro. to search engine optimisation (SEO)
 - The importance of an SEO plan
 - The SEO process
 - How to choose keywords
 - Setting realistic SEO goals
- **Chapter 3 Make search work for you**
 - Making your web pages search friendly
 - How other websites can work for you
 - Cross borders with SEO
- **Chapter 4 Be noticed with search ads**
 - Introduction to search engine marketing (SEM)
 - The SEM auction
 - What makes a good keyword
- **Chapter 5 Improve your search campaigns**
 - Achieve relevance with good structure
 - Get the most from your keywords
 - Fine-tune with keyword match types
 - How to know what's working and what isn't.

Module 3 REACH MORE PEOPLE LOCALLY, ON SOCIAL MEDIA OR ON MOBILE.

- **Chapter 1 Get noticed locally**
 - Marketing to the locals
 - The power of local directories
- **Chapter 2 Help people nearby find you online**
 - Using digital to advertise locally
 - Reaching locals on their mobiles
 - SEO for local businesses
- **Chapter 3 Help people nearby find you online**
 - Using digital to advertise locally
 - Reaching locals on their mobiles
 - SEO for local businesses

- **Chapter 4 Deep dive into social media**
 - Your long-term social media plan
 - Advertising on social media
 - Measuring success in social media
 - Avoiding social media pitfalls
- **Chapter 5 Get started with content marketing**
 - Intro to content marketing
 - Get to know your online customers
 - Choosing the right format for your content
 - Writing for online audiences
 - Help your content be seen
 - Measuring your success in content marketing

Module 3 REACH MORE CUSTOMERS WITH ADVERTISING

- **Chapter 1 Connect through email**
 - Email marketing basics
 - Your email marketing options
 - Crafting great marketing emails
 - Managing successful email campaigns
 - Measuring success in email marketing
- **Chapter 2 Advertise on other websites**
 - What is display advertising?
 - Search advertising vs. display advertising
 - The ins and outs of display advertising

CAPSTONE PROJECTS

- **Entrepreneurship Projects**
 1. 4P & 7P Analysis For Product & Service Business
 2. SWOT Analysis
 3. Business Value Proposition
 4. Business Model Canvas
- **Digital Marketing – Projects**
 1. SEO (Search Engine Optimization)
 2. Email Campaigns
 3. Google My Business Optimization
 4. Content Marketing Project
 5. Marketing Funnel Design (Lead Magnet to Conversion)

GUIDE TO STARTUP

- **Ideation & Validation**

Problem Discovery Report
Identify real-world problems through interviews, surveys, or secondary research.
- **MVP Development Plan**

Landing Page for MVP
Build a one-page site for lead collection, waitlist signup, or product showcase.