

Module code	ENT711			Level	7
Module title	Marketing, Finance and Scaling the Venture				
Status	Core				
Teaching Period	Spring				
Courses on which the module is taught	MSc Entrepreneurship				
Prerequisite modules	N/A				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	Subject to industry-related events All field trips are subject to availability and are optional				
Additional costs	Any costs will be borne by the University				
Content notes	N/A				

1. Module description

This is a cross-disciplinary module designed to combine the imperatives of Marketing and Finance under the prism of shareholder/stakeholder value, as practiced in the world of business in this Intelligent Age. This comprehensive approach will equip you, as an entrepreneur, with the ability to market, finance and scale your venture from either an entrepreneurial or intrapreneurial lens.

Research shows that owner-managers as well as executives at the highest-growing companies are strongly aligned on using this interdisciplinary approach to measure the impact of both marketing and finance when making a case for scaling ventures.

The module examines Marketing and Finance as two crucial pillars of any business, each playing a unique role in driving success and value not least of all in scaling a business. Marketing focuses on creating and delivering value to customers whilst Finance deals with managing the company's financial resources. The inseparable relationship between marketing and finance is vital for entrepreneurial growth and can lead to better sustainable outcomes for the key stakeholders. Marketers are increasingly expected to combine right-brained creativity with left-brained rigour and accountability.

The module will help you develop the capability to deploy a combination of traditional and digital marketing tools to prepare for the world of business in the era of AI and other rapidly evolving technologies. Given that marketing is an investment, it is essential that there is accountability, analysis and transparency at the same levels normally associated with finance.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Innovation (MLO2)

Create and implement new value propositions combining intellectual curiosity and creativity

Decision-making (MLO4)

Formulate informed marketing and financial decisions aimed at enabling scaling ventures in complex business settings, using critical and reflexive thinking'.

Communication (MLO5)

Communicate persuasively and confidently both orally and in writing in multicultural and/or local / international settings.

Digital Data and Tools (MLO6)

Appraise and utilise digital tools and complex data as part of the entrepreneurial discipline skills in managing marketing and finance knowledge and activities.

3. Learning and teaching methods, and reasonable adjustments

This module takes an active-learning approach placing the student at the heart of their own learning. You will engage in events such as workshops, guest speakers, engagement with industry, case studies, business simulation, designed to equip and inspire you with knowledge and insights of Marketing & Finance and how they are linked to produce client value and commercial success.

The workshops will encompass a range of activities, including market and organisational practices, customer insights, student-led discussions, case studies, business simulations, utilisation of digital learning applications, and self-assessments.

During the workshops, you will be encouraged to seek the benefits from formative feedback opportunities from your tutors and peers in support of your academic journey.

Learning hours			200
Directed learning			48
Workshops (48)			
Guided/Self-guided learning			152

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment 1: Presentation (Group Assessment), 30% TMM

Maximum 10 minutes per group plus time for questions

As an entrepreneur you and your team have been invited to present to Investors for your new passenger airline specialising in executive travel in Europe. Your presentation should focus on sharing information from your market research in establishing the industry dynamics of this “new” approach to travel using smaller and greener aircrafts for travel amongst major commercial cities in Europe.

Allocation of marks for group work will be specified in the course assignment brief and will include peer assessed contributions.

Assessment 2: Report, 70% TMM

Maximum word count 3,000 Words.

The assessment will be based on a bespoke case study; You will take on the role of an Entrepreneur / Founder or a new passenger airline with expansive aspirations. Based on the case study, you will be asked to provide a summary plan that will be aimed at the investor community. The case study will be provided at the start of term.

This is a practical assignment requiring evidence of market insights and understanding of the link between Marketing and Finance and a well justified recommendation for the company.

Mapping of assessment tasks:

Assessment components	LO2	LO4	LO5	LO6
Group Presentation	X	X	X	
Report	X	X	X	X

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before summative assessments.

Reasonable adjustments for the assessments will be confirmed with students that have a support plan in place.

5. Indicative resources

Atrill P., (2024), Financial Management for Decision Makers, 11th Edition, London, Pearson Education

Blank St., (2009-2024), Tools and blogs for Entrepreneurs, Available at <https://steveblank.com/tools-and-blogs-for-entrepreneurs/> (Accessed: 29th Sep 2024)

Coviello, Nicole & Autio, Erkko & Nambisan, Satish & Patzelt, Holger & Thomas, Llewellyn D.W., 2024. "Organizational scaling, scalability, and scale-up: Definitional harmonization and a research agenda," Journal of Business Venturing, Elsevier, vol. 39(5).

Harvard Business School, (2021), Venture Capital Booms and Startup Financing, Available from: https://www.hbs.edu/ris/Publication%20Files/21-116_c8365ab5-7cad-4ba3-9e02-ddec0191413f.pdf

Ramos, R., Rita, P. and Vong, C. (2024), "Mapping research in marketing: trends, influential papers and agenda for future research", Spanish Journal of Marketing - ESIC, Vol. 28 No. 2, pp. 187-206. <https://doi.org/10.1108/SJME-10-2022-0221>

Solomon M., (2022), Marketing: Real People, Real Choices, Global Edition (10th edition), London, Pearson Education