



UNIVERSITI TEKNOLOGI MARA

COM205: BUSINESS PLAN AND CONTENT MARKETING

Course Name (English)	BUSINESS PLAN AND CONTENT MARKETING APPROVED
Course Code	COM205
MQF Credit	3
Course Description	The emphasis of this course is to nurture contentpreneurship culture among students so that they can appreciate the value of contentpreneurship in their daily life. Students will be introduced to the fundamental of contentpreneurship: its concept and theoretical framework of contentpreneurship, and the individual contentpreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.
Transferable Skills	Entrepreneurial skill communication skill Teamwork skill
Teaching Methodologies	Lectures, Presentation, Project-based Learning
CLO	CLO1 discuss the concept of entrepreneurship theory CLO2 discuss on entrepreneurship culture in any profession CLO3 display the concept of creativity and innovation, risk taking and key dimensions of contentpreneurship in managing a business organization
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to contentpreneurship 1.1) The nature of entrepreneurship 1.2) How entrepreneurship think 1.3) The intention of Act entrepreneurship 1.4) Role models and support system	
2. The Individual Contentpreneur 2.1) Strategic orientation and commitment of opportunity 2.2) commitment of resources and control resources 2.3) ethics: ethical conduct of entrepreneurs versus managers 2.4) Leadership characteristic	
3. Entrepreneurial and Contentpreneurial mind 3.1) Generation of a new entry opportunity 3.2) Resources as a source of competitive advantage 3.3) Creating A resource 3.4) Customers' uncertainty and first mover	
4. Creativity and innovation 4.1) Green trend 4.2) clean-trendy trend 4.3) Organic trend 4.4) Economic trend 4.5) Social Trend 4.6) Health Trend 4.7) Web Trend 4.8) Sources of New Ideas 4.9) Consumers 4.10) Existing Products and Services 4.11) Distribution Channel	

<p>5. Contentpreneurship environment</p> <p>5.1) Assessment Plan 5.2) Information Sources 5.3) Ethics: Marketing Corporate Social Responsibility 5.4) Business Global 5.5) Global entrepreneur</p>
<p>6. Analyzing Environment and Identification of Opportunity</p> <p>6.1) The business operation 6.2) Ethics: protecting your business idea 6.3) Market information 6.4) Operations information 6.5) Financial information needs 6.6) Using internet as a resource Tool</p>
<p>7. Preparation of Business Plan</p> <p>7.1) What is business plan 7.2) Who should write the plan 7.3) Scope and value of the business plan 7.4) Writing the business plan</p>
<p>8. Starting a New Enterprise</p> <p>8.1) Financing the business 8.2) Informal Risk-capital market 8.3) Venture-capital process 8.4) Locating venture capitalist 8.5) Ratio analysis 8.6) Going public 8.7) Legal issues</p>
<p>9. Financing the new enterprise</p> <p>9.1) Debt equity financing 9.2) internal and external fund 9.3) personals fund 9.4) Commercial bank 9.5) Cash Flow Financing 9.6) Partnerships 9.7) Government Grants</p>
<p>10. Managing early growth of the new venture</p> <p>10.1) Growth strategies 10.2) Market using internet 10.3) Implications of growth for the firm 10.4) Basic principle of time management 10.5) Implications of firm growth for the entrepreneurship</p>
<p>11. Managing, growing and ending of the new venture</p> <p>11.1) Using external parties to help grow a business 11.2) Joint ventures 11.3) Types of joint ventures 11.4) Factors in joint ventures success 11.5) Acquisition 11.6) Synergy 11.7) Structuring the deal 11.8) Franchising 11.9) Types of franchising 11.10) Merger</p>
<p>12. Presentations skills (oral) in marketing project locally & internation</p> <p>12.1) Succession of business 12.2) The reality of bankruptcy 12.3) Ethics: involving employees, bankers and business associates 12.4) Business Turnarounds</p>
<p>13. Presentations skills (written) in marketing project locally & internat</p> <p>13.1) Industry analysis 13.2) Competitor analysis 13.3) Entrepreneurial on social media strategy 13.4) The marketing mix</p>
<p>14. Contemporary issues in contentpreneurship</p> <p>14.1) product safety and liability 14.2) Insurance 14.3) Legal issues 14.4) Patents 14.5) Trademarks 14.6) Licensing</p>

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Test	Final Test	40%	CLO1
	Group Project	Group assignment	20%	CLO3
	Individual Project	Assignment Interview	20%	CLO2
	Online Quiz	Quiz	20%	CLO1
Reading List	Reference Book Resources	• RobertD. Hirsh, Michael P.Peters and Dean Sheperd 2006, <i>Entrepreneurship</i> , 7th Ed., 1-14, McGraw-Hill United Stated		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			