

<b>Course Title</b>	<b>Entrepreneurship</b>		
<b>Code</b>	<b>UE-402</b>		
<b>Credit Hours</b>	3 (3,0)		
<b>Category</b>	University Elective		
<b>Prerequisite</b>	None		
<b>Co-Requisite</b>	None		
<b>Follow-up</b>	None		
<b>Course Introduction</b>	This course is designed to promote entrepreneurial spirit and outlook among students, encouraging them to think critically, identify opportunities, and transform their ideas into successful ventures. It aims at imparting them with the requisite knowledge; skills and abilities, enabling them seize the identified opportunities for initiating of business (including requirements for registration and incorporation with regulators such as SECP and others), market research, opportunity identification, business planning, financial literacy for managing finances and securing funding, marketing and sales, team building and innovation, overall, the course is geared towards personal growth and professional development for pursuing innovative ideas, availing opportunities and initiating start-ups.		
<b>Course Learning Outcomes (CLOs)</b>	On completion of this course, the students will be able to:	<b>BT</b>	<b>PLO</b>
	<b>CLO1:</b> Understand key entrepreneurial concepts, including the different stages of the entrepreneurial process as well as specific regulatory requirements to set up an enterprise in Pakistan.	C2 (Understand)	1, 8
	<b>CLO2:</b> Apply entrepreneurial frameworks and techniques to identify business opportunities and use this knowledge to produce practical solutions to real-world startup challenges.	C3 (Apply)	2, 3, 4
	<b>CLO3:</b> Develop a comprehensive business plan for a new venture by analyzing the feasibility of a new business idea and by justifying the proposed strategies.	C6 (Create)	3, 4, 7, 10
<b>Course Contents / Syllabus</b>	<p><b>Introduction:</b> Definition and concept of entrepreneurship, why to become an entrepreneur? Entrepreneurial process, Role of entrepreneurship in economic development. <b>Entrepreneurial Skills:</b> Characteristics and qualities of successful entrepreneurs (including stories of successes and failures), Areas of essential entrepreneurial skills and abilities. <b>Opportunity Recognition and Idea Generation:</b> Opportunity identification, evaluation and exploitation, Innovative ideas generation techniques for entrepreneurial ventures. <b>Feasibility Analysis:</b> Product/Service, Industry/Target Market, Organizational, and Financial Feasibility Analysis. <b>Business Models:</b> General Categories of Business Models, The Barringer/Ireland Business Model Template. <b>Industry and Competitor Analysis:</b> The Five Forces Model, Industry types and the opportunities they offer, Competitor analysis. <b>The Business Plan:</b> Who reads it and what are they looking for? Guidelines and outline, Presenting it to investors. <b>Marketing and sales:</b> Four P's of Marketing, Developing a marketing strategy, Branding. <b>Financial Literacy:</b> Basic concepts of income, savings, investments, assets, liabilities, equity, revenue and expenses, Overview of financial statements (balance sheet, profit &amp; loss, cash flow), <b>Getting Financing or Funding:</b> Sources of personal financing, Sources of equity funding, Sources of debt financing, Creative sources of financing and funding. <b>Team Building for Startups:</b> Characteristics and features of effective teams, Team building and effective leadership for startups. <b>Regulatory Requirements to Establish Enterprises in Pakistan:</b> Types of enterprises (e.g., sole proprietorship; partnership; private limited companies etc.), Intellectual property rights and protection, Regulatory requirements to register an enterprise in Pakistan, with special emphasis on exports firms, Taxation and financial reporting obligation.</p>		

<b>Practical Requirements</b>	As part of the overall learning requirements, students shall be tasked with creating and presenting a comprehensive business plan at the end of the course for a hypothetical or real business idea. This practical exercise shall allow them to apply the knowledge, skills and abilities acquired in the course to develop a feasible business plan and where possible explore the possibility of implementing the plan with support and assistance from established business-persons and entrepreneurs.
<b>Textbook</b>	1. B. R. Barringer, and R. D. Ireland, Entrepreneurship: Successfully Launching New Ventures, 6th Edition, Prentice Hall, 2019, ISBN: 978-0134729534.
<b>Suggested Instructional/ Reading Material</b>	<ol style="list-style-type: none"> <li>1. "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko.</li> <li>2. "New Venture Creation: Entrepreneurship for the 21st Century" by Jeffry A. Timmons, Stephen Spinelli Jr., and Rob Adams.</li> <li>3. "Entrepreneurship: A Real-World Approach" by Rhonda Abrans.</li> <li>4. "The Lean Startup: How Today's Entrepreneurs use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.</li> <li>5. "Effectual Entrepreneurship" by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank, and Anne-Valcric Ohlsson.</li> </ol>

Course Assessment Details					
Assessments Tools	Out of 100	Break Down of Assessment Tools			
		1	2	3	4
Quizzes	12	3	3	3	3
Assignments/Class Activities	5	2.5	2.5		
Project	5	5			
Presentation	3	3			
Mid Term Paper	35				
Final Term Paper	40				

**Lecture Plan:**

<u>Weeks</u>	<u>Topic of Lecture</u>	<u>Activities</u>
Week 1	Introduction to the course and its learning objectives <b>Introduction to Entrepreneurship:</b> Why is it important?, Why do People Become Entrepreneurs?, Some Myths about Entrepreneurs, Characteristics of Successful Entrepreneurs, Types of Start-up Firms, Changing Demographics of Entrepreneurs, The Positive Effects of Entrepreneurship and Entrepreneurial Firms, The Entrepreneurial Process	
Week 2	<b>Recognizing Opportunities and Generating Ideas:</b> The differences between opportunities and ideas, Three Ways to Identify Opportunities, Personal Characteristics of the Entrepreneur, Techniques for generating ideas, Encouraging the development of new ideas	Case Study Class Activity
Week 3	<b>Feasibility Analysis:</b> Product/Service Feasibility Analysis, Industry/Target Market Feasibility Analysis, Organizational Feasibility Analysis, Financial Feasibility Analysis	Quiz 1 Concept Statement Submission

Week 4	<b>Developing an Effective Business Model:</b> Business Models and their Importance General Categories of Business Models The Barringer/Ireland Business Model Template	Case Study  Analysis Submission
Week 5	<b>Industry and Competitors Analysis:</b> Industry Analysis, The Five Forces Model, The Value of the Five Forces Model, Industry Types and The Opportunities They Offer, Competitor analysis	Business Model Submission
Week 6	<b>Writing a Business Plan:</b> The Business Plan: Who reads the Business Plan? What are they looking for?, Guidelines for Writing a Business Plan, Outline of the Business Plan, Presenting the Business Plan to Investors	Quiz 2
Week 7	Discussion on Students' Business Ideas	Case Study
Week 8	Revision and Wrap Up of Pre Mid Contents	
	<b>Mid Term Examination</b>	
Week 9	<b>Assessing a New Venture's Financial Strength and Viability:</b> Introduction to Financial Management, Financial Objectives of a Firm, The Process of Financial Management, Financial Statements, Forecasts, Pro Forma Financial Statements	
Week 10	<b>Building a New Venture Team:</b> Liability of Newness as a Challenge, Creating a new-venture team, Rounding out the team: the role of Professional Advisers, Other Professionals	Class Activity
Week 11	<b>Unique Marketing Issues:</b> Selecting a Market and Establishing a Position Branding, The 4Ps of marketing for new ventures, Sales Process, and Related Issues, Real world examples of marketing success and failure	Quiz 3
Week 12	<b>Getting Financing or Funding:</b> The Importance of Getting Financing or Funding, Why Most New Ventures Need Funding, Sources of Personal Financing, Preparing to Raise Debt or Equity Financing, Sources of Equity Funding, Sources of Debt Financing, Creative Sources of Financing and Funding	Case Study  Business Plan Submission
Week 13	<b>The Importance of Intellectual Property:</b> The Four Key Forms of Intellectual Property, Patents, Trademarks, Copyrights, Trade Secrets	
Week 14	Final Project Presentation (Business Plan)	
Week 15	<b>Strategies for Firm Growth:</b> Internal Growth Strategies, Additional Internal product-growth Strategies, International Expansion, External Growth Strategies	Quiz 4
Week 16	Course Wrap-Up with Entrepreneurship Insights Semester Recap	
	<b>Final Term Examination</b>	

Note: Course contents may change during semester-topics may be added or deleted from the syllabus. Reading assignments may be also scheduled in the sessions. Please be well-prepared.