**MGT-270 ENTREPRENEURSHIP**

**DR. ZUNAIRA SAQIB**

**SEECS**

**SPRING 2024**

**COURSE DESCRIPTION:**

This course aims at providing students with the knowledge in terms of the role played by entrepreneurs and entrepreneurship. During the semester we will explore, critique, assess and celebrate the phenomenon of entrepreneurship. Entrepreneurship is approached as an innate ability / personality, a way of thinking and acting, as an attitude and a behaviour. Focus will be on entrepreneurial intention, entrepreneurial execution and entrepreneurial success. This course integrates concepts from various disciplines such as Finance, Marketing, Human Resources and Operations management. Furthermore, this course is a mix of theory and practice, challenging you to convert the principles, concepts and frameworks learned in the classroom settings, into real life application.

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| COURSE LEARNING OUTCOURS(CLOS): | | |  |  |
|  | | | PLO | BT Level\* |
| 1 | Explain the nature of entrepreneurship and its significance in society | | 6 | C-2 |
| 2 | Analyze the environment and develop an entrepreneurial perspective by recognizing entrepreneurial opportunities for sustainable development | | 7 | C-4 |
| 3 | Develop and present the components of a business plan canvas and a business plan | | 10 | C-5 |
| 4 | Identify the sources of capital for a business venture based on a timeline | | 11 | C-3 |
| 5 | Create and set up a business organization for sustained economic growth | | 12 | C-6 |
|  |  | \* BT= Bloom’s Taxonomy, C=Cognitive domain, P=Psychomotor domain, A= Affective domain.  C1= Remembering, C2=Understanding, C3=Applying, C4=Analyzing, C5=Evaluating, C6=Creating | | |

**COURSE OBJECTIVE**

1. Evolution of the concept of entrepreneur, Characteristics of an entrepreneur, Distinction between an entrepreneur and a manager, in Economic Development, Factors affecting entrepreneurial growth (economic, Non-Economic and Government factors)
2. Critical factors for stalling a new enterprise. Ingredients for a successful new business. Self-assessment and feedback, Personal entrepreneurial competencies. Goal setting.
3. Creativity and sources of new business ideas, the difference the difference between ideas and opportunity and creativity. Assessing business opportunities in Pakistan.
4. Screening and evaluating opportunities Product planning and development process. Creating parallel competition by developing a similar product or service, Product life cycle, finding sponsorship. Acquiring a going concern, E-Commerce and business start-up and growth.
5. Marketing as a philosophy, marketing management: Creating a marketing plan, Analyse the environmental situation and the market opportunity, Setting marketing objective, formulating a marketing strategy.
6. The business plan as selling document, reasons for writing a business plan your company: What’s your identity, Field work started, Marketing issues: Who are your buyers? Product issues: What are you selling?, Production exercise, Sales and Promotion: Financial issues: Targeting and writing the plan: Business Plan compilation exercise.
7. What is franchising? Becoming a franchisee versus starting a stand-alone business, The franchisee contract, Non-contractual considerations of buying a franchise, Limitations of franchising.

**COURSE FACULTY**

**Dr. Zunaira Saqib**

**Consultation hours can be booked from** [**https://calendly.com/zunairasaqib/zsseecs**](https://calendly.com/zunairasaqib/zsseecs)or via emailing at [zunaira.saqib@merafuture.pk](mailto:zunaira.saqib@merafuture.pk)

**TEACHING METHODOLOGY**

1. Lectures + Class Activities

2. Quizzes, Assignments and Projects (Individual and Group)

3. Case Studies

**REFERENCE BOOK**

1. **Marc J. Dollinger. Entrepreneurship: Strategies and Resources. 3rd/4th Edition. Pearson Education**
2. Azhar Rizvi. Entrepreneuring Pakistan: 27 stories of struggle, failure and success. 1st Edition 2017.
3. Eric Ries. The Lean Start Up
4. Bruce R. Barringer; R. Duane Ireland. Entrepreneurship-Successfully Launching New Ventures 5th Ed

**ASSESSMENT**

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| **ASSESSMENT** | **CLOs** | **PERCENTAGE** |
| **Quizzes 10%** | | |
| Group Quiz 1 | CLO 1 | 3% |
| Group Quiz 2 | CLO 2 | 3% |
| Group Quiz 3 | CLO 5 | 2% |
| Group Quiz 4 | CLO 4 | 2% |
| **Group Assignment 10%** | | |
| Group Assignment 1 | CLO 4 | 10% |
| **Group Final Project 20%** | | |
| Final Project Report | CLO 5 | 8% |
| Final Project Presentation | CLO 5 | 7% |
| Final Project Various CPs | CLO 4 | 5% |
| **Midterm 20%** | | |
| Midterm Question 1 | CLO 1 | 10% |
| Midterm Question 2 | CLO 3 | 10% |
| **Final 40%** | | |
| Final Question 1 | CLO 3 | 20% |
| Final Question 2 | CLO 2 | 20% |
| **TOTAL** |  | **100%** |

**WEEKLY PLAN**

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| **WEEK** | **TOPIC** | **READINGS AND ACTIVITIES** |
| 1 | Introduction to Entrepreneurship    Course Outline  Course Policies | Course outline discussions  Testing your mindset  Self-awareness |
| 2 | The Entrepreneurial Mindset |
| 3 | Recognizing and Exploiting Opportunities  Entrepreneurial Process: Ideation | ***Submission of Final Project and Assignment Groups Names***  Your startup ideas  ***Quiz 1 presentations*** |
| 4 | Pitching Your Idea | Startups elevator pitches |
| 5 | Macro Environment analysis for different Industries in Pakistan  Porter’s 5 Forces  USPs  Learning to Pitch | Reading and research on various industries of Pakistan |
| 6 | Pitching your start ups | ***Pitch Perfect (Marked CP)*** |
| 7 | Creating Customer Persona, Market segmentation, Targeting & Positioning | Your startups customers personas  ***Quiz 2*** |
| 8 | Setting up your company in Pakistan  Business Model Canvas | Startups model canvas design  Startups model canvas design finalization and shortlisting of 2 ideas  Midterm revision and paper discussion  ***Assignment to be given out*** |
| 9  (19th April) | Business Model Canvas | Startups model canvas design  Startups model canvas design finalization  Assignment Discussions |
| 10  (26th April) | Marketing Strategies: Basics of Marketing Research and Prototype Building | Running a basic marketing research activity on campus  ***Assignment Due***  ***Final Project to be given out*** |
| 11  (3rd May) | Financial Planning and Valuations | ***Quiz 3***  Assignment Feedback / Discussion with Groups and ***FP Final Topic Submission + Prototype Discussion***  ***Finalization of one idea*** |
| 12  (8th May – Make up class - Combined) | Financial Planning and Valuations discussion along with Pitches | ***Marked CP***  ***Pitch Perfect of One Idea*** |
| 13  (10th May) | Franchising and Funding Opportunities in Pakistan | Final Discussions on FP  ***Quiz 4*** |
| 14th & 15th  **(17th May)** | ***FP Presentation and Written Work Due***  ***Final Project Presentations and Evaluation with External and Internal Judges*** | |
| ***Final Paper*** | | |

**POLICIES: GROUP ASSIGNMENT PROJECT AND QUIZ RULES**

* Your assignment and project will be group based.
* Group can have minimum of 3 and maximum of 5 participants.
* Students are expected to make the groups themselves.
* There won’t be any changes in the group once the names have been submitted as per the announced deadline.
* The instructor should not be expected to resolve any conflicts among group members or mark the assignment and project individually.
* The quizzes can be group based or individual based. The quizzes will be open book and can take place in class or online.
* The CP will be marked in certain classes, which have already been announced in course outline. The CP is part of final project evaluation.
* No Plagiarism will be accepted in assignments and project reports. If a student is found involved in plagiarism, he/she will simply get an F followed by disciplinary action.
* Discussions, Readings and Notes, done in class or part of the course are part of course curriculum and will be included in the exams and other evaluations.

**ASSIGNMENT (15%)**

* You will get a lot of opportunities in class to present your startup ideas. You will select, scrap, and make changes to many ideas until you come up with 3 ideas to pursue. You will be provided detailed feedback on all.
* You will write about the 3 ideas that you will shortlist / get the feedback on it. This shall include,
  + The Problem You are Solving.
  + Your Solution
  + Industry Insights (Porter’s Five Forces)
  + Unique Selling Proposition
  + Target Market / Customer Personas
* Groups of Assignment will have same as FP Groups.
* Word Limit = 2000 – 3000 Words
* Follow the format strictly along with the deadline.
* Detailed marking criteria will be shared in week 6 too.

**FINAL PROJECT (25%)**

* Your final project will include launching your own product or service in Pakistan.
* Complete details of the project will be provided in week 3.
* The grade of the FP will be divided into Preliminary Pitches , Final Pitch and Written Submission .