

Title: Entrepreneurship

Code Number: MS4102

Credit Hours: 2 (2+0)

Prerequisites: Nil

Semester: 7th

Course Objectives

The course will enable students to:

1. Knowledge of fundamental entrepreneurial concepts, skills and process.
2. Understanding on different personal, social and financial aspects associated with entrepreneurial activities.
3. Basic understanding of regulatory requirements to set up an enterprise in Pakistan, with special emphasis on export.
4. Ability to apply knowledge, skills and abilities acquired in the course to develop a feasible business plan for implementation.

Contents

Unit 1: Introduction to Entrepreneurship

1. Definition and concept of entrepreneurship:
2. Why to become an entrepreneur?
3. Entrepreneurial process.
4. Role of entrepreneurship in economic development.

Unit 2: Entrepreneurial Skills

1. Characteristics and qualities of successful entrepreneurs (including
2. Stories of successes and failures);
3. Areas of essential entrepreneurial skills and ability areas such as creative and critical thinking, innovation and risk taking.

Unit 3: Opportunity Recognition and Idea Generation

1. Opportunity identification, evaluation and exploitation.
2. Idea generation techniques for entrepreneurial ventures.

Unit 4: Marketing and Sales

1. Target market identification and segmentation.
2. Four P's of Marketing:
3. Developing a marketing strategy.
4. Branding.

Unit 5: Financial Literacy

1. Basic concepts of income, savings and investments.
2. Basic concepts of assets, liabilities and equity.
3. Basic concepts of revenue and expenses.
4. Overview of cash-flows.
5. Overview of banking products including Islamic modes of financing; Sources of funding for startups (angel financing, debt financing, equity financing etc.)

Unit 6: Team Building for Startups

1. Characteristics and features of effective teams.
2. Team building and effective leadership for startups

Unit 7: Regulatory Requirements to Establish Enterprises in Pakistan

1. Types of enterprises (e.g., sole proprietorship; partnership; private limited companies etc.);
2. Intellectual property rights and protection.
3. Regulatory requirements to register an enterprise in Pakistan, with special emphasis on export firms.
4. Taxation and financial reporting obligation.

Teaching-Learning Strategies:

As part of the overall learning requirements, students shall be tasked with presenting a comprehensive business plan at the end of the course for a hypothetical or real business idea. This practical exercise will 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.

Assignments/Types and Number with calendar:

A minimum of four assignments to be submitted before the written exams for each term.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2.	Sessional Assessment	25%	It is continuous assessment. It includes classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Recommended Books:

1. "Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland.
2. "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko.
3. "New Venture Creation: Entrepreneurship for the 21st Century" by Jeffrey A. Timmons, Stephen Spinelli Jr., and Rob Adams.
4. "Entrepreneurship: A Real-World Approach" by Rhonda Abrams.
5. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
6. "Effectual Entrepreneurship" by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank, and Anne-Valérie Ohlsson.