

Program	BS Media & Development Communication	Course Code	MDC 353	Credit Hours	3
Course Title	GENDER, ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT (Major)				
Course Introduction					
This course examines the intersections of gender, entrepreneurship, and development, focusing on the challenges and opportunities faced by women entrepreneurs. It covers topics such as gender equality, economic empowerment, and the role of entrepreneurship in promoting sustainable development.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Analyze the impact of gender on entrepreneurship and economic development. 2. Identify and address the barriers faced by women entrepreneurs in different contexts. 3. Develop strategies to promote gender equality and support women's economic empowerment through entrepreneurship. 4. To demonstrate a general understanding of the theoretical debates surrounding the construction of gender and gender relations in the discipline of economics. 5. To critically examine and assess mainstream and heterodox economic theories and policies from a gender perspective. 6. To evaluate the ways in which current economic realities in developed and developing countries have different effects on men and women. 7. To identify the connections between feminist economic theory and feminist economic reality in developed and developing countries. 8. Understanding of alternative, gendered economic theory. 9. To propose alternative policies that address gender- inequalities in different economic spheres. 10. to describe and critically discuss how gender inequality shapes economic development and how economic development impacts on gender inequality. 11. To know how to interpret and compare different measures and indicators of development and gender equality. 					
Course Content				Assignments/Readings	
Week 1-3	<ol style="list-style-type: none"> 1. Gender and History of Economic Thought 2. Economic Theories, Gender and Development 3. Gender and the Household 				
Week 4	4. Masculinity, Femininity and Poverty				
Week 5	5. Economic Development and Gender Indexes				
Week 6-9	<ol style="list-style-type: none"> 6. Entrepreneurship, Gender and Cultures 7. Social Entrepreneurship <ol style="list-style-type: none"> 1.1 Meaning and Types 1.2 Women and Entrepreneurship 1.3 Barriers and Problems: Cultural, Educational, Technological, Structural 1.4 Eradication of Barriers for Development and Environmental Sustainability 				

Week 10-11	8. Global Digital Opportunities: 1.1 Gender and Economic Development	
Week 12-13	9. Appropriate Technology for Women in Various Spheres 10. Women and Entrepreneurship in Developing Countries	
Week 14-15	11. Creative Industries: Empowering Women through Entrepreneurship 12. Role of Media in the Development of Entrepreneurship Culture	
Week 16	13. Policies and Legislations for Women Entrepreneurs in Pakistan 14. NGO's and Governmental Institutions for Women Entrepreneurs 15. Role of International Organizations 16. Successful Entrepreneurship Models for Women	

Textbooks and Reading Material

- 1 Beneria, L., Günseli B., and Maria F. (2015). Gender, Development and Globalization: Economics as if all People Mattered. Second Edition. Routledge.
- 2 Jacobsen, J. (2007). The Economics of Gender. Cambridge:Wiley Blackwell.
- 3 Brush,Candida G.,Greene P. G. (eds) (2006) Growth Oriented Women Entrepreneurs and Their Businesses: A Global Research Perspective, Edward Elgar Publishing, UK.
- 4 Hunter, S. A. (2006) Women Entrepreneurs Across Racial Lines: Issues of Human Capital, Financial Capital, and Network Structures, Edward Elgar Publishing, UK.
- 5 Barker, D.K. and Feiner, S.F. (2004) Liberating Economics: Feminist Perspectives on Families, Work, and Globalization. Ann Arbor: University of Michigan Press.
- 6 Davidson, Marilyn, Burke R. J. (eds.) (2004) Women in Management Worldwide: Facts, Figures and Analysis, Ashgate Publications Ltd, London, UK.
- 7 John, S. M., Jeyabalan, R. and Krishnamurthy,S. (2004), Rural Women Entrepreneurship, Discovery Pub House.
- 8 Butler, J. E. (2003) NewPerspectives on Women Entrepreneurs, Information Age Publishing, Greenwich, USA.
- 9 Beaver, G. (2002) Small Business, Entrepreneurship and Enterprise Development, Financial Times/ Prentice Hall, USA.
- 10 Dr.S.S K., (1999). Entrepreneurial Development, S. Chand & Company Pvt., Limited, New Delhi.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination 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.