

**Institute of English Studies
Faculty of Arts and Humanities
University of the Punjab, Lahore.
Course Outline**



Programme	BS English Literature	Course Code	GENT-101	Credit Hours	2
Course Title	Entrepreneurship				
Course Introduction					
This course is taught by applying different tools and is focused on student’s skill enhancement. Practical activities are a part of this course to give the students a realistic view of business world. The skills learned are vital for the success of any business, large or small, public or private, corporate or not-for-profit, local or global. This course enables the students to recognize, create and shape opportunities, provide the leadership and build the team to create economic and social value. They will learn to assess feasibility and drivers of opportunities, develop viable business models, and take action. We teach both predictive and creative approaches to all aspects of launching, growing and expanding businesses.					
Learning Outcomes					
On the completion of the course, the students will be able to:					
1. Analyze business problems using analytical and reflective thinking techniques, and apply quantitative and qualitative tools to develop effective, evidence-based solutions.					
2. Demonstrate professional communication skills by creating well-structured business documents and delivering persuasive oral presentations using appropriate technologies.					
3. Evaluate ethical, social, and sustainability issues affecting entrepreneurial decision-making, and formulate responsible strategies that balance stakeholder interests.					
4. Integrate theoretical knowledge of entrepreneurship, strategic planning, and global business dynamics to design innovative ventures and collaborate effectively in team environments.					
Course Content				Assignments/Readings	
Week 1	Unit-I Introduction to Entrepreneurship, History of Entrepreneurship. 1.1 Definition and concept of entrepreneurship 1.2 Why become an entrepreneur? 1.3 Entrepreneurial process 1.4 Role of entrepreneurship in economic development			Write in favor of why you want to become an entrepreneur	
Week 2	Unit-II. Opportunity Recognition and Idea Generation 2.1 Opportunity identification, evaluation and exploitation 2.2 Innovative idea generation techniques for entrepreneurial ventures			Identify your strengths and weaknesses and match them with successful entrepreneurs	
Week 3	Unit-III Feasibility Analysis 3.1 Product/service 3.2 Industry and target market 3.3 Resources and financial resources			Product/service feasibility analysis, product/service desirability, product/service demand, industry/target market feasibility analysis.	
Week 4	Unit-IV Developing an effective Business Model 4.1 Business Models and their Importance 4.2 General Categories of Business Models 4.3 Business Model Templates				
Week 5	Unit-V Marketing and sales 5.1 Four P’s of Marketing 5.2 Developing a marketing strategy Branding. 5.3 How to develop marketing strategies 5.4 How to make people aware of our product/service. 5.5 How to position your product/Service			Linking Entrepreneurship with Marketing	

Week 6	Unit-VI Industry and Competitors Analysis 6.1 Industry Analysis; Studying Industry Trends 6.2 The Five Force Model 6.3 Competitor Analysis	Prepare for in-class or semester-end idea pitching events (like Shark Tank) where students present business ideas to a panel.
Week 7	Unit-VII Writing a Business Plans. How to formulate & present business plans 7.1 Who reads business plan and what are they looking for? 7.2 Guidelines for writing a Business Plan Outline of a business plan	Develop a business outline and how to present it to investors
Week 8	MID TERM EXAMINATION	
Week 9	Unit-VIII Preparing the Proper Ethical and Legal Foundation 8.1 Types of enterprises (e.g., sole proprietorship; partnership private limited companies etc.) 8.2 Intellectual property rights and protection 8.3 Regulatory requirements to register an enterprise in Pakistan, with special emphasis on exports firms 8.4 Taxation and financial reporting obligation	
Week 10	Unit-IX Team Building for Startups 9.1 Characteristics and features of effective teams 9.2 Team building and effective leadership for startups	
Week 11	Unit-X Assessing New Ventures Financial Strengths and Viability 10.1 Basic concepts of income, savings and investments 10.2 Basic concepts of assets, liabilities and equity 10.3 Basic concepts of revenue and expenses 10.4 Overview of cash-flows 10.5 Overview of banking products including Islamic modes of financing	1. Case Study Method <ul style="list-style-type: none"> Use real-world entrepreneurial case studies (local and international) to discuss business problems, market challenges, funding issues, and innovation. Analyze, debate, and propose solutions. Example: Case of Careem's/ Uber growth in Pakistan or the rise of Airlift.
Week 13	1. Group Projects on Startup Concepts	Report
Week 14	2. Group Projects on Startup Concepts Cont.	Report
Week 15	3. Group Projects on Startup Concepts Cont.	Report
Week 16	END TERM EXAMINATION	

Textbooks and Reading Material

1. Textbooks

- Barringer, B. R., & Ireland, R. D. (2021). *Entrepreneurship: Successfully launching new ventures* (6th ed.). Pearson.
- Burns, P. (2016). *Entrepreneurship and small business: Start-up, growth and maturity* (4th ed.). Macmillan Education UK.
- Baron, R. A., & Shane, S. A. (2008). *Entrepreneurship: A process perspective* (2nd ed.). South-Western Cengage Learning.

2. Suggested Readings

- SMEDA. (n.d.). *Small and Medium Enterprises Development Authority*. Retrieved from <https://www.smeda.org/>
- Lahore Chamber of Commerce & Industry. (n.d.). Retrieved from <http://www.lcci.com.pk/>
- Pakistan Software Export Board. (n.d.). Retrieved from <http://www.pseb.org.pk/>
- Plan9, PITB. (n.d.). Retrieved from <http://plan9.pitb.gov.pk/>

Teaching Learning Strategies

1. Case Study Method
2. Business Simulation Activities
3. Guest Speaker Sessions / Entrepreneur Talks
4. Field Visits to Incubators / SMEs / Markets

Assessment

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	25%	Written Assessment at the mid-point of the semester.
2	Formative Assessment	15%	Continuous assessment includes: Classroom participation, assignments, presentations, attitude and behavior, hands-on-activities, projects, practical, reflections, readings, group presentations of final project on Entrepreneurship, quizzes etc.
3	Final Assessment	60%	Written Examination at the end of the semester.