

Programme	BS Botany	Course Code	GENT-201	Credit Hours	2
Course Title	Entrepreneurship				
Introduction					
<p>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.</p>					
Learning Outcomes					
<p>By the end of this course, students shall have:</p> <ul style="list-style-type: none"> • Knowledge of fundamental entrepreneurial concepts, skills and process: • Understanding of different personal, social and financial aspects associated with entrepreneurial activities: • Basic understanding of regulatory requirements to set up an enterprise in Pakistan, with special emphasis on exports; • Ability to apply knowledge, skills and abilities acquired in the course to develop a feasible business plan for implementation. 					
Course Contents					
Introduction to Entrepreneurship					
<ul style="list-style-type: none"> • Definition and concept of entrepreneurship; • Why to become an entrepreneur? • Entrepreneurial process; • Role of entrepreneurship in economic development. 					
Entrepreneurial Skills;					
<ul style="list-style-type: none"> • Characteristics and qualities of successful entrepreneurs (including stories of successes and failures): • Areas of essential entrepreneurial skills and abilities such as creative and critical thinking innovation and risk taking. 					
Opportunity Recognition and Idea Generation:					
<ul style="list-style-type: none"> • Opportunity identification, evaluation and exploitation; • Innovative ideas generation techniques for entrepreneurial ventures. 					
Suggested Instructional / Reading Material					
<ol style="list-style-type: none"> 1. “Entrepreneurship: Successfully Launching New Ventures” by Bruce R. Barringers and R. Duance Ireland. “Entrepreneurship: Theory, Process, and Practice” by Donald F. Kuratko. 2. “New Venture Creation: Entrepreneurship for the 21st Century” by Jeffrey A. Timmons, Stephen Spinelli Jr., and Rob Adams. 3. “Entrepreneurship: A Real-World Approach” by Rhonda Abrans. 4. “The Lean Startup: How Today’s Entrepreneurs use Continuous Innovation to Create Radically Successful Businesses” by Eric Ries. 5. “Effectual Entrepreneurship” by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank, and Anne- Valcric Ohlsson. 					