

Programme	ADP Home Economics	Course Code	GENT-101	Credit Hours	2(2+0)
Course Title	ENTREPRENEURSHIP				
Course 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>On the completion of the course, the students will:</p> <p>d) Knowledge of fundamental entrepreneurial concepts, skills and process:</p> <p>e) Understanding of different personal, social and financial aspects associated with entrepreneurial activities:</p> <p>f) Basic understanding of regulatory requirements to set up an enterprise in Pakistan, with special emphasis on exports;</p> <p>g) Ability to apply knowledge, skills and abilities acquired in the course to develop a feasible business plan for implementation.</p>					
Course Content			Assignments/Readings		
Week 1	Introduction to Entrepreneurship Definition and concept of entrepreneurship;		Chapter#1 Introduction to entrepreneurship (pg 1) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig		
	Why to become an entrepreneur?		Ch#1 (pg. 13,14) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig		
Week 2	Introduction to Entrepreneurship Role of entrepreneurship in economic development		Ch#1 (Pg 14-16) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig		
	Entrepreneurial process		Ch#3(Pg90-93) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig		
Week 3	Entrepreneurial Skills Characteristics and qualities of successful entrepreneurs		Ch#1 (Pg 2-7) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig		
	(stories of successes and failures)		Ch#2 (Pg31-35) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig		

Week 4	Entrepreneurial Skills Areas of essential entrepreneurial skills and abilities such as creative and critical thinking innovation and risk taking.	Ch#1(Pg9-11) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Areas of essential entrepreneurial skills and abilities such as creative and critical thinking innovation and risk taking	Ch#1(Pg9-11) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 5	Opportunity Recognition and Idea Generation: Opportunity identification, evaluation and exploitation;	Ch#3(pg 44-47) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Quiz	Topics covered in week 3 and 4. Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 6	Opportunity Recognition and Idea Generation: Innovative ideas generation techniques for entrepreneurial ventures	Ch#3 (pg 48-53) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Innovative ideas generation techniques for entrepreneurial ventures	Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 7	Marketing and sales Four P's of Marketing.	Ch#6(pg101-103) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Four P's of Marketing.	Ch#6(pg101-103) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig Assignment
Week 8	Marketing and sales Developing a marketing strategy;	Ch #6(pg 103) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Branding	Ch #6(pg 104-106) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 9	Mid Term Exam	
Week 10	Financial Literacy: Basic concepts of income, savings and investments;	Ch#7(pg 121-126) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Basic concepts of assets, liabilities and equity	Ch#7(pg 127-131) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig

Week 11	Financial Literacy: Basic concepts of revenue and expenses;	Ch#7(pg132-135) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Overview of cash-flows;	Ch#7(pg136-137) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 12	Financial Literacy: Overview of banking products including Islamic modes of financing;	Ch#7(pg137-140) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Sources of funding for startups (angel financing, debt financing, equity financing etc.)	Ch#7(pg140-147) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 13	Team Building for Startups: Characteristics and features of effective teams	Ch#12(294-296) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
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Week 14	Team Building for Startups: Team building and effective leadership for startups.	Ch#12(pg296-302) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Team Building for Startups: Team building and effective leadership for startups.	Ch#12(pg296-302) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 15	Regulatory Requirements to Establish Enterprises in Pakistan: Types of enterprises (e.g., sole proprietorship; partnership; private limited companies etc.);	Ch#9(Pg191-201) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Intellectual property rights and protection;	Ch#9 (pg 231-235) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 16	Regulatory Requirements to Establish Enterprises in Pakistan: Regulatory requirements to register an enterprise in Pakistan,	Ch#9(pg203-206) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
	Special emphasis on exports firms; Taxation and financial reporting obligation	Ch#9(pg207-214) Entrepreneurship by Prof. Tahir mehmood, Prof. Muhammad gulraiz, Prof. Mirza Mahid baig
Week 17	Revision of key concepts	From Books and Class lectures
Week 18	Final Term Exam	

Textbooks and Reading Material

1. “Entrepreneurship: Successfully Launching New Ventures” by Bruce R. Barringers and R. Duance 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 Abrans.
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-Valcric Ohlsson.

Teaching Learning Strategies

Lecture-based learning through lectures and presentations.

Group learning through group assignments discussion and laboratory work.

Individual learning through practical work and application of theory principles.

Assignments: Types and Number with Calendar

1. Quiz of 10 marks in week 5: topics covered in week 3 and 4
2. Assignment of 5 marks in week 7