**ENTREPRENEURSHIP**

**Lecture No :** 1

**Resource Person:**

Malik Jawad Saboor

Assistant Professor

**Department of Management Sciences**

**COMSATS University Islamabad.**

**Objectives:**

* Introduction of the Instructor
* **Malik Jawad Saboor**
* Experience:
* Al-Riaz rice mills
* Punjab university
* GIFT university
* COMSATS university
* National Australia Banking (NAB)
* Education:
* University of Strathclyde.
* International Islamic University Islamabad.
* Course Goals
* Learning Outcomes
* Objectives of the Course
* Preview of the Course

**Course Goals:**

* To identify entrepreneurship as a career and lifestyle option
* To build on business skills such as marketing, finance, strategy.
* To increase self awareness, especially work ethic
* To become acquainted with business leaders
* To develop a mindset for business and develop confidence
* To gain a "life role" credit after successful completion of the course.

**Learning Outcomes:**

* Utilization of students’ personal attributes to contribute to an entrepreneurial venture.
* Application and demonstration of problem solving strategies and attitudes necessary to develop entrepreneurial ideas
* Understanding of role of capital resource management.
* Development of guerilla marketing techniques for business promotion
* Self-evaluation of venture plan and reflect on ways to improve their plan.
* Recognition of the social and economic benefits of entrepreneurship within the context of community service.
* Understanding of importance of time management, communication and human resources.

**Lecture No. 2:**

* Define the term entrepreneur
* Describe the entrepreneurial profile.

**Lecture No. 3:**

* Describe the benefits of entrepreneurship.
* Describe the drawbacks of entrepreneurship.
* Explain the forces that are driving the growth of entrepreneurship.

**Lecture No. 4:**

* Explain the cultural diversity of entrepreneurship.

**Lecture No. 5:**

* Motivational Talk- Dr. Aneel Salman

**Lecture No. 6:**

* Put failure into proper perspective.
* Avoiding the Pitfalls of Small Business Failure.

**Lecture No. 7:**

* Understand Difference between Creativity and Innovation
* Understand Paradigms
* Barriers to Creativity
* How to Spur Imagination

**Lecture No. 8:**

* How to Enhance Organizational Creativity

**Lecture No. 9:**

How to enhance individual’s Creativity

* Creativity Techniques
* Brainstorming
* Mind Mapping
* Rapid Prototyping
* Mix n Match (Thomas Edison Challenge)
* Attribute Listing Chart

**Lecture No. 10:**

* Distinguish the different forms of Innovation
* Differentiate between the different types of innovation

**Lecture No. 11:**

Intellectual Property Rights

* Patents
* Steps to Patent
* Benefits of Obtaining Patents
* Trademarks
* Copyrights

**Lecture No. 12:**

* Documentary- Bill Gates

**Lecture No. 13:**

* Strategic Management
* Competitive Advantage
* Core Competency
* Strategic Management Process
* Vision & Mission Statement
* SWOT Analysis

**Lecture No. 14:**

* SWOT Analysis
* PESTEL Analysis

**Lecture No. 15:**

* Analyzing Competitors
* Create Company Goals and Objectives
* Formulate Strategy
* Translate Strategies into Action Plan
* Establishing Control

**Lecture No. 16:**

* TOWS MATRIX
* Conducting a Feasibility Analysis
* The Feasibility Study
* Five Forces Model
* Product or Service Feasibility Analysis
* Financial Feasibility Analysis

**Lecture No. 17:**

* Explain the advantages and the disadvantages of the three major forms of ownership
* The Sole Proprietorship
* The Partnership
* The Corporation

**Lecture No. 18:**

* Define Franchising.
* Explain the benefits and the drawbacks of buying a franchise.
* Discuss the right way to buy a franchise.
* Outline the major trends shaping franchising.

**Lecture No. 19:**

* Myths & Tips about Franchising
* Understand the importance of preparing a financial plan.
* Projected Financial Statements- Mistakes.
* Understand the basic financial statements
* Breakeven Chart

**Lecture No. 20:**

* Explain the differences in the three types of
* capital small businesses require: fixed, working, and growth.
* Describe the differences in equity capital and debt capital and the advantages and disadvantages of each.
* Describe the various sources of equity capital available to entrepreneurs, including personal savings, friends and relatives, angels, partners, corporations, venture capital, and public stock offerings.
* Describe the various sources of debt capital and the advantages and disadvantages of each.

**Lecture No. 21:**

* Discuss the “four Ps” of marketing—product, place, price, and promotion—and their role in building a successful marketing strategy.
* Marketing Wheel of Fortune
* How Small Business Marketing differs from Corporations
* Small Business Marketing Advantage

**Lecture No. 22:**

* How Small Business Marketing differs from Corporations
* Small Business Marketing Advantage
* One-to-One Marketing
* Customer Sensitivity
* Guerilla Marketing
* Competitive Advantage Development through Customer Focus, Quality

**Lecture No. 23:**

* Competitive Advantage Development through Convenience, Innovation, Service & Speed
* Understand the advantages and disadvantages of buying an existing business.
* Define the steps involved in the right way to buy a business.
* Critical Areas for Analyzing an Existing Business.

**Lecture No. 24:**

* Steve Jobs- Video Documentary

**Lecture No. 25:**

* Define Intrapreneurs
* Types of Corporate Entrepreneurship
* Compensation of Intrapreneurs
* Barriers to Intrapreneurship
* Freedom Factors attached to Intrapreneurship
* Advantages/ Disadvantages of Intrapreneurship
* How Companies can support Intrapreneurs
* Ten Commandments of Intrapreneurship

**Lecture No. 26:**

* Stakeholder’s Management

**Lecture No. 27:**

* Influencing and Bargaining
* Identify the key attributes of a Social Enterprise
* Characteristics of Social Enterprise
* Understand how social enterprise differ from other organisations

**Lecture No. 28:**

* Define Elevator Pitch
* Elevator Pitch Must Haves & Cautions
* Elements of Pitch
* Dragon’s Den Video

**Lecture No. 29:**

* Product Concept Presentations

**Lecture No. 30:**

* Why Develop a Business Plan?
* The Elements of a Business Plan
* What Lenders and Investors Look for in a Business Plan?
* Making the Business Plan Presentation Concluding remarks
* Business Plan Format

**Lecture No. 31:**

* Video- Undercover Boss

**Lecture No. 32:**

* Course Review