



## TAKE UP Project | Report on Strengths and Weaknesses Per Partner

### COMSATS

**Date: 06/2020**

### General Discussion

#### Need for – more – entrepreneurial teaching

The partners stated that the following are the areas where their Universities lack in terms of entrepreneurial teaching and therefore would need assistance:

- Interdepartmental level
- More academic courses on entrepreneurship for the preparation of students for future entrepreneurial activities.
- Renewal of curriculum in order for it to include at least one entrepreneurship course in all departments.
- Update the content of formal entrepreneurship education
- Facing difficulties in to cater the need of industry due to lack of innovative and entrepreneurial education in a true sense
- Skill-based education/Entrepreneurial Activities
- Mobilization of investors by offering business ideas, creativity and consultancy
- Proper alignment of curriculum with entrepreneurial thinking
- Training of professors to promote entrepreneurship among students

#### The strategy of enhancement of entrepreneurship through the Project

### COMSATS

The University of COMSATS plans to establish, through the TAKE-UP Project, an entrepreneurial ecosystem to drive students, and lead research and innovation. Creative ways of extra credit for the students and the development of compulsory entrepreneurial training courses for all are also included in the strategy.

Certain specific strategy steps are set by the University:



- Step-1. Curriculum redesigning to include entrepreneurship and innovation courses
- Step-2. Faculty training
- Step-3. Classroom activities, as mentioned above
- Step-4. Identification of at least 15% of the students in each class to be trained to become "entrepreneurs" after the completion of their degree.
- Step-5. Train the students.
- Step-6. Develop Liaisons with banks and financial institutions to invest in new entrepreneurs.
- Step-7. Develop "Alumni Business Club"

#### Overall Contribution to the TAKE UP Project

#### COMSATS University

COMSATS University is willing to assist the project in the following ways:

- Leading and facilitating all those students showing interest in becoming an entrepreneur
- Development, redesigning, and approval of curriculum by the academic bodies of the University
- Arrange training sessions for faculty, staff, and students
- Develop academia - Industry liaison to promote and incorporate entrepreneurial activities in joint research projects
- Design and develop FabLabs (Wood, Metal, Plastic, and Ceramic) at Campus.





Co-funded by the  
Erasmus+ Programme  
of the European Union

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LUMS

### LUMS

The partners from the University of LUMS stated that they first of all at enhancing entrepreneurship through the TAKE UP project by introducing core courses to students of all years in order for them to become more sensitive and aware. Workshops and lectures/seminars that will help students learn from other's experiences and understand the challenges that a startup may face in different regions of the world are also in the University's strategy. Capital that comes through the University for further student experimentation is also a feature of LUMS strategy.

#### Overall Contribution to the TAKE UP Project

### LUMS

LUMS University is willing to assist the project in the following ways:

- Assisting at all WAPs, especially in designing curriculum
- Introducing internationally accepted project management concepts in the incubators.
- Case Study Building
- Development of helpful material for Pakistani start-ups and Universities
- Improvement of entrepreneurial culture
- Development of an ecosystem of entrepreneurs in Pakistan
- Use of connections in the Pakistani ecosystem to make the project successful.





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### UOG

#### UOG

UoG, through the answers of the partners, stated that entrepreneurship education can be enhanced through this project in the following ways:

1. Development and sustaining the Entrepreneurial intensive culture and awareness
2. Work Integrated learning
3. Hands-on on training
4. Establishment of Business Incubation Centres etc.
5. Assessment of entrepreneurial culture at present
6. Involvement of senior management of the University
7. Development of entrepreneurial skills in students, faculty members, and alumni
8. Creation of localized training material for coaches and introduction of the role of entrepreneurial coaches/start-up consultants and business development managers
9. Integration of academic learning with practical application required at the workplace [work Integrated learning (WIL)]
10. Training of the master trainers, subsequent training of the trainers, and creation of multiplier effects
11. Imparting specialized hands-on training of skills relating to certain businesses (capacity building)
12. Providing start-up opportunities at BIC(s)
13. Equipping the university with entrepreneurial facilities to polish the entrepreneurial skills of students (fablabs etc.)
14. Creation of a broad-spectrum entrepreneurial network and linkages covering all aspects
15. Ensuring sustainability

#### Overall Contribution to the TAKE UP Project

#### UoG

UoG University is willing to assist the project in the following ways:

Capacity building



- Leading from the front
- Educating the businesses process
- Providing consultancy at each and every step until the business is mature enough
- Mobilizing the faculty to support local industry and provision of a platform for successful business ventures
- Contribution in Work Packages 1 to 8 (WP 1 to WP 8) as defined in various sections of the proposal.
- Development of entrepreneurial course on environmental impact assessment studies which are legally required to conduct for approval/execution/accomplishment of development projects as per environmental protection acts of Pakistan.
- Development of entrepreneurial course on organic farming with respect to various fruit and vegetable crops and arrangement of visits to organic farms subject to the availability of (i) the farms in the surroundings (ii) funds

## Entrepreneurial University Understanding and Needs

### Entrepreneurial University as a term

Partners were asked to state what is an Entrepreneurial University for them, in order for us to be able to see if they have the correct mindset or if they need additional training. The terms given were:

“A place where students are encouraged to understand the theory and practice of start-ups”

“I can expect from an " Entrepreneurial University" to be able to provide its graduating students, the relevant education and skills enabling them to take effective role in national economic development process through innovation and competitiveness”

“A University, where entrepreneurship spirit is inculcated in the culture”

“Entrepreneurial Universities should be places where knowledge-based entrepreneurship emerges as a driving force for economic growth, employment creation and market competitiveness by contributing as a knowledge-producer, establishing links between education and research, developing innovative techniques and strategies, partnerships with public and private organizations and implementing them together with the support of government and industries to facilitate the generation and exploitation of knowledge and technology”

“An entrepreneurial university is the one that creates a climate for its students to execute entrepreneurial activities without any procedural deterrents. It should create sufficient space for its students in its curriculum to enrol for entrepreneurship/innovation courses and shall be willing to sanction a certain amount of funds to be used by entrepreneurship students for their experiential activities. In entrepreneurship, it is always learning by doing.”

“An entrepreneurial university should fully focus on making students entrepreneurs, not to be consumed in jobs market. It should empower its staff and faculty to think out of the box.”



"Though a common definition lacks as yet, nonetheless, an Entrepreneurial University may be defined as a university that have a set of independent abilities not only to innovate, but also to recognize, create and capitalize future opportunities while responding to prevailing and upcoming challenges so as to arrive at a more promising posture for the future. The university would empower staff, students and external organizations and communities to bring about a meaningful change in the world around them providing opportunities and support for new business start-ups with innovative ideas and new initiatives. The curriculum, courses and academic activities and training in entrepreneurial university should be line with the both closer application to the employment and best practices being adopted in the business communities of advanced and developing worlds.

Instead of being self-claimed, the title of the entrepreneurial universities should be awarded by the relevant regulatory bodies."

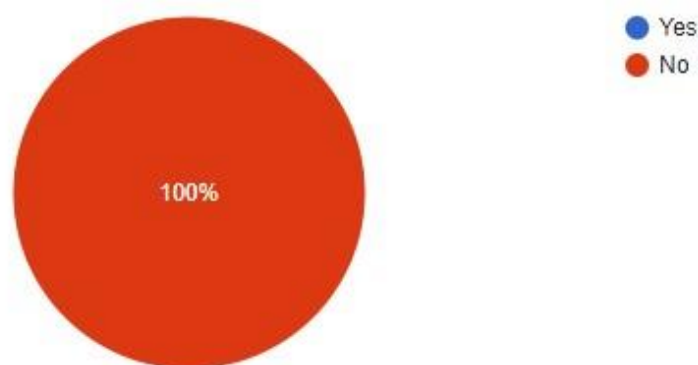
“In an Entrepreneurial University, 15% or more of its graduates start their own business within one year after graduation.”

As it can be seen, most University partners have a narrow understanding of what an Entrepreneurial University is/should be, does/can do. Their understanding of an Entrepreneurial University is limited to the encouragement, education, skills, and curriculum provided to students for startup creation and change/swift of mindset. Therefore, we consider this as important knowledge that needs to be communicated to the partners as well as the trainees upon the training that will take place.

Partners do not believe that their University is Entrepreneurial, which could give us a great starting point, as shown below:

Do you think your University is already Entrepreneurial?

9 responses



### Partner Needs

To establish their answers, participants were asked why do they believe their University is not entrepreneurial. Their thoughts and considerations are considered rather important in order for the TAKE UP project to be able to help them effectively.

Most answers included the following weaknesses and needs:



- Old ways of teaching and curriculum
- Need for the introduction of more entrepreneurial courses and training
- Need for meaningful institutional support
- Need for development of entrepreneurial skillset and mindset
- Need for upgrade of infrastructure and resources for entrepreneurial training
- Need for the development of more powerful academic linkages
- Need for – more – support from higher management

### **Towards becoming an Entrepreneurial University**

Each partner was asked to identify the Stakeholders that are considered important as well as to explain in which ways could the implementation of the Entrepreneurial University context be improved in their University.

#### **Stakeholders**

The most common Stakeholders for most partners were:

- Students
- Parents
- External Organizations and Communities
- Government
- Regulatory Authorities
- Employees
- Community
- Staff and Clients for training
- Provost and VC offices

#### **Means of Improvement**

Partners have in mind the following means of improvement towards implementing the context of the Entrepreneurial University:

1. Focus on case studies as well as theory
2. Linking curricula to the employment need and real-world business challenges
3. Creating opportunities for a business plan and entrepreneurial contests among students
4. Partnership with businesses
5. Inviting business executives to deliver lectures to students and faculty members
6. Providing consulting services to small businesses and non-profits
7. Helping students to start their own businesses - start-ups
8. Introducing technology topics to the curriculum
9. Activating exchange programs with other institutions
10. Encouraging student-in-residence programs
11. Access of students/faculty to Fab-labs and business incubators
12. Awareness programs



13. Creating linkages with the industry
14. Understanding the local issues of the industry and businesses
15. Producing technical and business-oriented workforce
16. Welcoming new ideas and nurturing the best ideas in the business incubation centers
17. Networking with all the relevant stakeholders and winning the trust through success

## Appendix

Google Form “TAKE UP Content Creation | Needs per Partner | General Discussion, answered by partners.

### Profile

- Full Name
- University of Employment and Position

### General Questions

- Where do you think your University seems to be in need of - more - entrepreneurial teaching?
- What is the overall strategy that you have in mind for the enhancement of entrepreneurship at your University through this project?
- What do you think could be your overall contribution to the TAKE UP project?
- Is there anything that you believe could be valuable to the project itself and would like to share with/create on behalf of the TAKE UP project? ex. already existing training material, case studies that could be developed, assignments, e-learning/seminar tools, lesson structure, curriculum
- When was the first time that your students/employees were confronted with the topic of entrepreneurship?
- To what extent are the students/employees aware of programs known to support entrepreneurship?

Currently, there is a trend of becoming an Entrepreneurial University

- How is the concept of "Entrepreneurial University" defined for you? Could you provide us with your definition?
- Do you think your University is already Entrepreneurial?
- If your answer was "No", please explain why do you think that:
- Who do you think are the stakeholders for your University?
- In which way(s) could the implementation of the Entrepreneurial University be improved in your University?





