

**Transforming Academic Knowledge to
Develop Entrepreneurial Universities in Pakistan
(TAKE-UP)**

Entrepreneurship Course offered
Online via Moodle
COMSATS University Islamabad,
Lahore Campus



Draft Prepared by
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CUI, Lahore Campus

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Curriculum of Entrepreneurship Course
Designed under EU-Funded Project entitled
“Transforming Academic Knowledge to develop Entrepreneurial Skills in Pakistan” (TAKE-UP) 2020-2023

Module 1 - Problem Solution Fit		
Session	Learning Objectives	Contents
Session 1.1 Basic concepts of Business, Startups and Entrepreneurship	<ol style="list-style-type: none"> 1. Team formation 2. Students understand the terms business, start-up, and entrepreneurship 3. Students know different types of entrepreneurs, their way of thinking and their role in our socio-economic system 4. Students know about the importance to reduce risks and make decisions 	<ol style="list-style-type: none"> 1. Definitions of business, start-ups, and entrepreneurship 2. Entrepreneurial mindset 3. Types of entrepreneurs and their role in the socio-economic system 4. Causes of success and failure 5. Risk reduction strategies 6. Decision-making strategies
Session 1.2 Understanding the project management framework for start-ups	<ol style="list-style-type: none"> 1. Students understand entrepreneurship as a process of linking the opportunity & ideas, market gap, solution orientation, and resource mobilization 2. Understanding the conceptual difference of operations and projects. 3. Using the effectual and strategic thinking for identification of entrepreneurial opportunities for start-up 4. Identify one’s resources (self, skills, network) for entrepreneurial actions 5. Understand and practice entrepreneurial networking for developing the know-who 6. Understand the principles and use of design thinking. 	<ol style="list-style-type: none"> 1. Entrepreneurial process 2. Effectuation 3. Identifying own resources 4. Networking 5. Design Thinking: Empathize & Define (theory and methodological tools)
Session 1.3 Understand and practice creativity and design-thinking	<ol style="list-style-type: none"> 1. Understand the problem of creativity blocks 2. Understanding the structure of creativity processes & learning creativity techniques 3. Understand the principles of design thinking and use them for ideation 4. Understand how to evaluate and select ideas with the help of design-thinking/creative problem-solving methods 	<ol style="list-style-type: none"> 1. Definition of a creative attitude and explanation why everybody can be creative 2. What are creativity blocks 3. Perceptual and emotional creativity blocks 4. Design-thinking: Ideation, Evaluation, Selection (theory and methodological tools)
Session 1.4 Visualize ideas via prototyping and communicate within the team for shared vision	<ol style="list-style-type: none"> 1. Team building and communication (team dynamics) 2. Traits of Leaders & styles and theories about leadership 3. Importance of prototyping Understand the importance of prototyping for visualizing and communicating the ideas within the team 4. Prevention of early surrender 	Part1: <ol style="list-style-type: none"> 1. Leadership traits, theories & styles 2. Digital & intercultural communication 3. Strategies of communication analysis Part2: <ol style="list-style-type: none"> 4. Definition and methods of Prototyping 5. Paper & Digital Prototyping: Why & How? 6. Customer Involvement & User Testing in Prototyping Part3:



	<p>Entrepreneurial risks & fears, learning to unlearn and relearn without early surrender/motivation loss</p> <p>5. Increasing self-efficacy</p>	<p>7. Entrepreneurial risks, fears, and stress</p> <p>8. Strategies to deal with failure (mindfulness methods, self-efficacy)</p>
Module 2 - Marketing & Finance		
<p>Session 2.1 Market analysis</p>	<p>1. Answer the questions: who is your customer? What is your product/service?</p> <p>2. Value proposition – Why your product/service?</p> <p>3. Select markets, segments and target customers</p> <p>4. Knowledge about the market, including customers and competitors</p>	<p>1. What is marketing and today's global marketplace?</p> <p>2. Traditional vs non-traditional marketing.</p> <p>3. What is the market environment? How to evaluate internal and external environment of the organization?</p> <p>4. Choosing a best fit value proposition to satisfy customers</p> <p>5. Analysis of service available obtainable/target market SAM, SOM, TAM</p> <p>6. Bottom-up and top-down methods of marketing</p> <p>7. Marketing planning; strategic vs tactical planning</p> <p>8. Competitor analysis, Persona & Customer journey</p> <p>9. SWOT analysis and Marketing Mix</p>
<p>Session 2.2 Market position</p>	<p>1. Position and differentiate products and services from the competition</p> <p>2. Develop and implement sales, marketing and distribution strategies</p> <p>3. Create sustainable competitive advantage for their business</p>	<p>1. What are 4P's of products and 7P's for services?</p> <p>2. Different distribution and communication instruments and objectives of marketing (AIDA)</p> <p>3. Major steps in designing a customer-driven marketing strategy</p> <p>4. Major pricing strategies & customer-value perceptions, company costs and competitor strategies for setting prices</p> <p>5. Development of a brand/logo</p>
<p>Session 2.3 Introduction to entrepreneurial finance</p>	<p>1. Understand the basic concepts of modes of finance from entrepreneurial perspective</p> <p>2. Discuss the financial management process in start-ups</p> <p>3. Understand capital budgeting techniques in start-ups</p> <p>4. Measuring & evaluating financial performance</p> <p>5. Financial planning</p>	<p>1. Introduction to entrepreneurial finance*</p> <p>2. Calculation of needed capital, income statement</p> <p>3. Venture life-cycle</p> <p>4. Forecasting and budgeting</p> <p>5. Income statement and balance sheet</p> <p>6. Break-even analysis</p>
<p>Session 2.4 Funding opportunities</p>	<p>1. Know the opportunities and sources of funds for business</p> <p>2. Public and private funding sources</p> <p>3. Type and repayment of investments and financial management of the funds.</p>	<p>1. Introduction to funding opportunities</p> <p>2. Crowdfunding and Bootstrapping</p> <p>3. Debt and equity financing</p> <p>4. Government grants and Venture capital</p> <p>5. Going public and share market</p>
Module 3 - Legal Challenges, Intellectual Property Concepts and Management		



<p>Session 3.1 Introduction to intellectual property</p>	<ol style="list-style-type: none"> 1. Students know what the term Intellectual Property means 2. Students know basic concepts and significance of intellectual property 3. Students know the benefits from IP/IP system 4. Students know the evolution of IP system 5. Students know the IP holder's rights 6. Students can understand how IP rights benefit society 7. Students get familiarized with different domains/types of IP/IP protections 8. Introduction of tools/domains to IPRs: Copyright 	<ol style="list-style-type: none"> 1. Introduction, Terms and Definitions 2. Protection under Intellectual Property Act 3. Importance, advantages, benefits and needs of IPRs. 4. Domains/types of intellectual property/protection 5. International Conventions/Treaties/Agreements 6. Copyright Office and Governing Legislation 7. Steps for registration of copyright
<p>Session 3.2 Continuing tools/ domains of IRPs</p>	<ol style="list-style-type: none"> 1. Define/describe all domains of IP protection with examples 2. Nature, purpose, functions and time duration of different IP rights/protections 3. Conditions and prerequisites for various IP protections. 4. Explain in a few words the rights that are protected by different domains of IP rights along with limitations of each domain. 5. Benefits/beneficiaries of IP rights under various domains. 6. IP rights and protection under various systems, regulations, agreements, treaties and conventions etc. 7. Explain how the ownership of intellectual properties under various domains can be obtained and transferred/methods of IP protections. 8. Various measures that can be used to enforce such rights. 9. Remedies for infringements and violations of different domains of IP rights 	<ol style="list-style-type: none"> A. <u>Related rights</u> <ol style="list-style-type: none"> 1. Rights granted to the beneficiaries of Related rights 2. Limitations and exceptions of Related rights 3. Duration and Enforcement of Related rights, the remedies for infringement or violation of Related rights B. <u>Trademarks</u> <ol style="list-style-type: none"> 4. Introduction and characteristics of trademarks 5. Trademarks versus service marks: Registration and Protection 6. Territorial vs. worldwide registration 7. Local and International TM Conventions/Treaties/Agreements. C. <u>Geographical indications</u> <ol style="list-style-type: none"> 13. Types of protections for geographical indications 15. Worldwide protection of GIs 16. International conventions/Treaties/agreements
Module 4 - Into Action		
<p>Session 4.1 Analyze how the idea, market, and business structure are interlinked</p>	<ol style="list-style-type: none"> 1. Understanding components, scope, and the value of business plans 2. Understand the business model canvas and interlinkages in its nine building blocks 3. Use business model canvas as visual-communication tool within the team and other audience 4. Students know how to validate the business model from multiple perspectives (e.g., customer interview) 	<ol style="list-style-type: none"> 1. Problem of unstructured plans and its solution; Business Model Canvas and its functions 2. Blocks: key activities, key partners, customers, customer relationships, value proposition, revenue, channels, costs, key resources 3. SMART Goals (Specific, Measurable, Achievable, time-bound) 4. Components, scope and value of the business plan



		<ol style="list-style-type: none"> 5. Traditional business plans and Why some business plans fail 6. Resources, information, and structure of the plan 7. Validation of hypotheses with customer interviews 8. PSP (structured project plan with milestones, work-packages, sub-tasks, responsibilities)
Session 4.2 Presenting the business idea	<ol style="list-style-type: none"> 1. Understand how to structure a convincing sales pitch using effective persuasion skills in front of potential customers 2. Deliver a sales pitch and spot the early adopters, Mock pitches 3. Structure a persuasive investment pitch for potential investors 4. Practice key negotiation skills by using the concepts. 5. Visiting angel investors 	<ol style="list-style-type: none"> 1. Structure of a convincing pitch (and structure of a bad pitch) 2. Argumentation techniques 3. Persuading with credibility and pathos 4. Networking, Communication, persuasion skills and strategies 5. Location to meet different audiences/Planning to meet them 6. Negotiation with Harvard concept
Session 4.3 Growth strategies, succession planning, harvesting and exit strategy	<ol style="list-style-type: none"> 1. Different ways to hand over/exit the business 2. What insolvency and bankruptcy are and how to deal with them 3. How good management works in terms of time, changes, pressure etc. 4. How to restructure and keep their company running in uncertain situations like COVID-19 	<ol style="list-style-type: none"> 1. Vision, Mission (cave: Overlap leadership and communication) 2. Strategic management and Growth strategies 3. Penetration, market development, product development and diversification strategies 4. Pressure, change and time management and Expansion 5. Merger, acquisitions, joint-venture, franchising etc. 6. Exit strategy, Selling the venture, transfer to family/non-family 7. Insolvency and bankruptcy 8. Keeping the business in uncertain situations such as COVID-19

Entrepreneurship Course

The Entrepreneurship Course was offered online, as a pilot course, to the students of CUI and other partner universities through Moodle Platform. Several hundred students registered for the course but only a limited number of students completed. The salient statistics of the course offered to CUI students are tabulated below:

1	Title of the Course	Entrepreneurship–101 (COMSATS Entrepreneurship Course)
2	Web address	https://pakistan.entrepreneurship101.eu/course
3	Start date	August 2021
4	End date	November 2021
5	Number of students showed interest	350
6	Number of students attended Introductory Session	128
6	Number of students registered	65
7	Number of students completed the course	14
8	Number of business plans developed (Start ups).	14

1. The offering of the online COMSATS entrepreneurship course was shared with the students through e-mail and student's interests /responses to enroll themselves in this course was recorded. More than 350 students showed their interest in taking this course.

2. An Introductory session about this entrepreneurship course was organized in August 2021, in which 128 students from different departments of CUI, Lahore participated.

3. Afterwards 65 students successfully registered themselves in this online course on the Moodle Platform.

4. Following students performed best in this course:

- i. Muhammad Wasil Shehzad
- ii. Liaba Tariq
- iii. Hajra Afzal
- iv. Kashf Asad

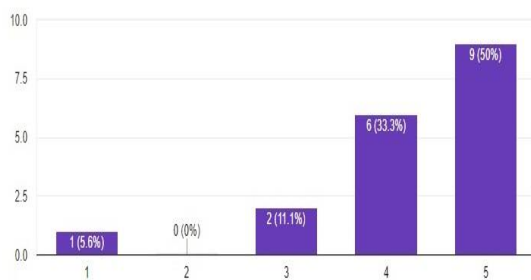
5. Finally, 14 students completed the course, and their performances were evaluated based on their participation and the business plans they submitted.

6. At the end of the course a course evaluation Performa was shared with the students and below is the responses:

(Note: In all the graphs 1; Strongly Disagree, and 5; Strongly Agree)

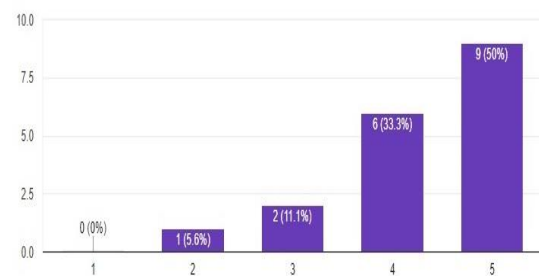
The course outline available on the portal was easy to comprehend

18 responses



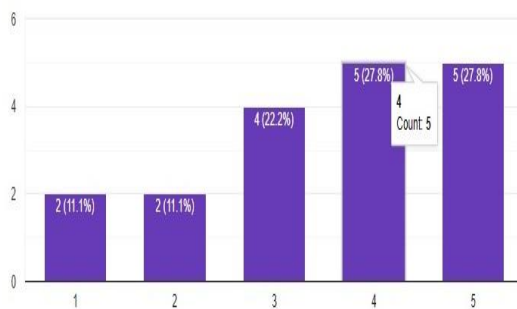
I would recommend this course to other students.

18 responses



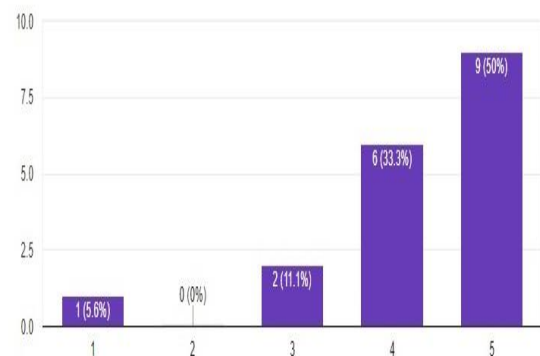
The course has adequate examples with Pakistani context to understand concepts of entrepreneurship in a local setup.

18 responses



The course outline available on the portal was easy to comprehend

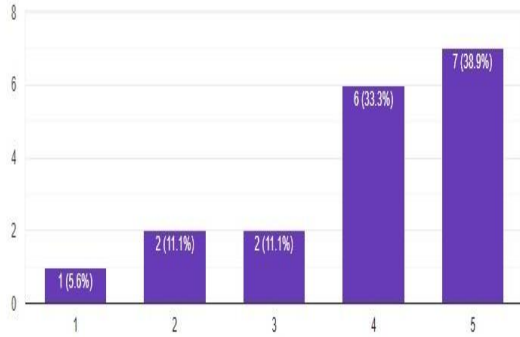
18 responses



The course contents are well integrated with real world applications



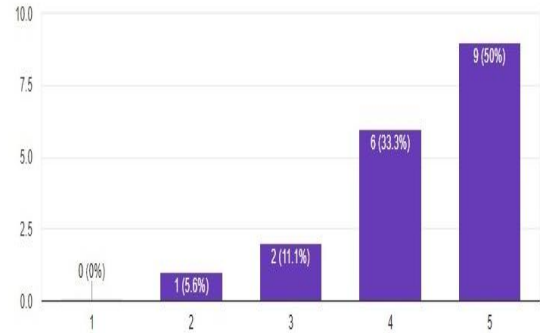
18 responses



Overall, I am satisfied with the quality of the course.



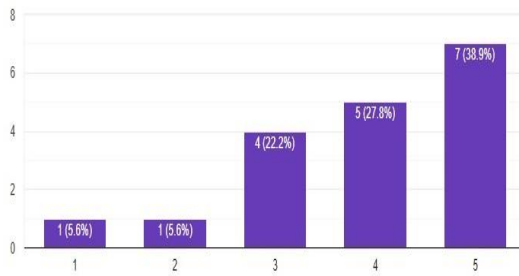
18 responses



The learning and teaching methods used in the course have helped me achieve the learning outcomes



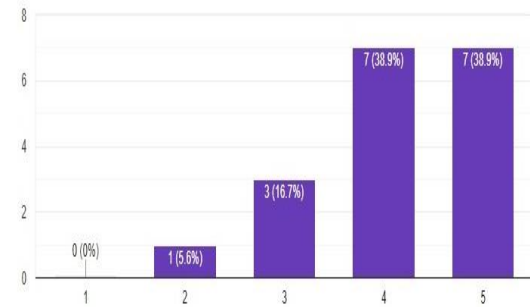
18 responses



This course has enabled me to develop my team and communicate with them.



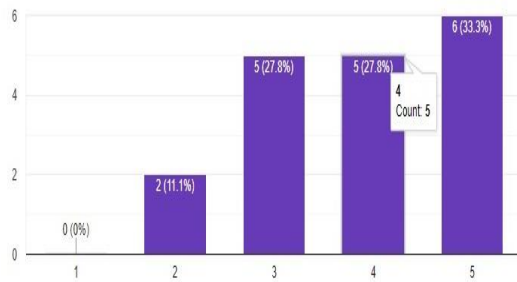
18 responses



The module objectives, learning outcomes and contents were clear



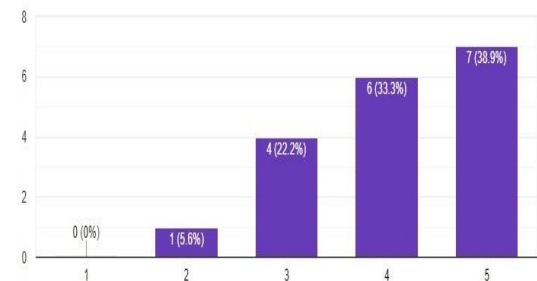
18 responses



I would like to attend this course again.



18 responses



**Transforming Academic Knowledge to Develop
Entrepreneurial Universities in Pakistan**

(TAKE UP)

**COMSATS Entrepreneurship Course (Entrepreneurship-101)
1st Badge of Successful Students (August-November 2021)**

Sr #	Name	Registration Number	Gender	Degree Program	Email
1	Laiba Tariq	FA19-BBA-131/LHR	Female	Business Administration	FA19-bba-131@cuilahore.edu.pk
2	Imtisal Shahbaz	FA19-BBA-056/LHR	Female	Business Administration	FA19-bba-056@cuilahore.edu.pk
3	Hajra Afzal	FA19-BSE-038/LHR	Female	Software Engineering	FA19-bse-038@cuilahore.edu.pk
4	Mariam Fatima	FA20-BID-009/LHR	Female	Interior Design	FA20-bid-009@cuilahore.edu.pk
5	Kashf Asad	SP19-BAF-035/LHR	Female	Accounting and Finance	SP19-baf-035@cuilahore.edu.pk
6	Haseeb Ahmed	FA18-BBA-111/LHR	Male	Business Administration	FA18-bba-111@cuilahore.edu.pk
7	Muhammad Zeeshan Dar	FA18-BBA-173/LHR	Male	Business Administration	FA18-bba-173@cuilahore.edu.pk
8	Awais Akhter	FA20-BSE-021/LHR	Male	Software Engineering	FA20-bse-021@cuilahore.edu.pk
9	Muhammad Arsalan Jamil	FA20-BSE-002/LHR	Male	Software Engineering	FA20-bse-002@cuilahore.edu.pk
10	Hamza Qasim	SP19-BAF-010/LHR	Male	Accounting and Finance	SP19-baf-010@cuilahore.edu.pk
11	Muhammad Daud Khan	SP19-BAF-043/LHR	Male	Accounting and Finance	SP19-baf-034@cuilahore.edu.pk
12	Muhammad Wasil Shehzad	FA19-BCS-054/LHR	Male	Computer Science	FA19-bcs-054@cuilahore.edu.pk
13	Muhammad Wahaj Tariq	FA19-BCS-084/LHR	Male	Computer Science	FA19-bcs-084@cuilahore.edu.pk
14	Muhammad Asif Khan	SP20-BCS-130/LHR	Male	Computer Science	Muhammadasifk2001@gmail.com

COMSATS Entrepreneurship Course



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Turn editing on

[About the course](#)

Your progress

In this entrepreneurship course you will develop your own business idea in a team with three members. Each session will guide you through the different relevant development stages.

What to do?

Watch the videos and get to know important theories and methods in each session **[Video]**

Test your knowledge working on the exercises **[Exercise]**

Meet in your team and develop your own business idea using your previously acquired knowledge **[Activity]**

Document your actions, writing minutes **[Minutes template]** and upload them **[Activity]**

Get feedback from expert trainers

Announcements	
Welcome from Saarland University	<input type="checkbox"/>
Kickoff Seminar CUI	<input type="checkbox"/>
Slides kickoff presentation	<input type="checkbox"/>
<div style="border: 1px solid #ccc; padding: 2px; display: inline-block;">Hidden from students</div>	
Business Cards	<input type="checkbox"/>
Forum	<input type="checkbox"/>
Announcements	
Welcome from Saarland University	<input type="checkbox"/>
Kickoff Seminar CUI	<input type="checkbox"/>
Slides kickoff presentation	<input type="checkbox"/>
<div style="border: 1px solid #ccc; padding: 2px; display: inline-block;">Hidden from students</div>	
Forum	<input type="checkbox"/>

[MODULE 1: Problem Solution Fit](#)

[Session 1: Starting a Start-up](#)



Questions you will be able to answer after this session:

1. What is entrepreneurship?
2. How can I be an entrepreneur?
3. Why do start-ups fail?
4. Where can I start?

 [Video 1](#)


 [Video 2](#)

 [Video 3](#)

 [Exercise](#)

 [Effectuation Grid](#)

 [Business Card Template](#)

 [Additional Material](#)

For further understanding check out these videos and literature!

 [Upload minutes \(Session 1\)](#)

1. Complete the [effectuation grid](#)!

2. Create a business card with your key information and the kind of contact information you would like to share with the others and upload it.

3. Participate in the team formation workshop (date to be announced).

4. Form a team of 3 team members and do the [team registration](#)!
 Get to know team members in the team formation workshop!
 Get to know team members through checking their [business cards](#)!
 (List with all cards will be uploaded as soon as all participants uploaded their [business cards](#))

 [Team registration](#)

Please register here with the team that you formed for this course.

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Exercise](#)



 [Effectuation Grid](#)



 [Business Card Template](#)



 [Additional Material](#)



For further understanding check out these videos and literature!

 [Upload minutes \(Session 1\)](#)



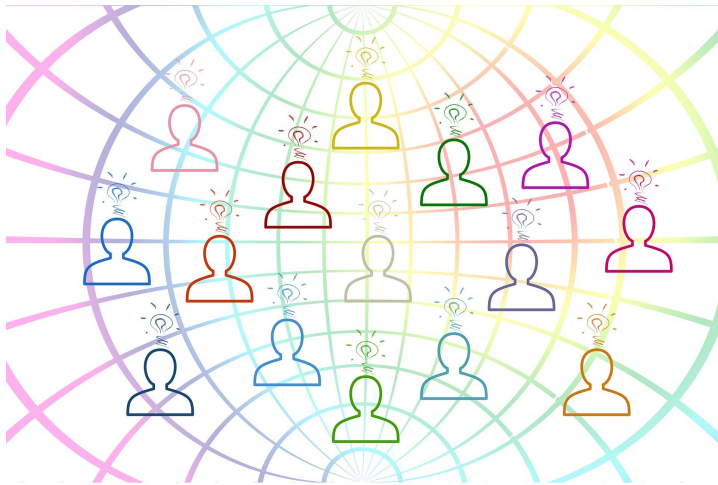
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Get to know team members through checking their [business cards](#)!
(List with all cards will be uploaded as soon as all participants uploaded their [business cards](#))

 [Team registration](#)



Please register here with the team that you formed for this course.

[Session 2: Project management for start-ups](#)



Questions you will be able to answer after this session:

1. What means and Resources does my team provide?
2. What is networking and how can I do it successfully?
3. What is Design Thinking?
4. How can I define a problem statement?


 [Video 1](#)




 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Exercise](#)

 [Upload minutes \(Session 2\)](#)

1. Teamwork on empathizing:

Meet in your team and try 1 learned method for empathizing!

What are the relevant topics for people in your environment?

What are their concerns?

Try 1 learned method for defining!

Select one interesting topic out of your results from the empathizing [exercise](#) which matches your interest

Define your POV (Point of View)

2. Upload your minutes to show your progress!

 [Minutes Template](#)

Please use this template to document your progress.

 [Additional Material](#)


For further understanding check out these videos and literature!

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Exercise](#)

 [Upload minutes \(Session 2\)](#)

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Define your POV (Point of View)

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 [Minutes Template](#)

Please use this template to document your progress.

 [Additional Material](#)

For further understanding check out these videos and literature!

[Session 3: Getting your creative juices flowing](#)



Questions you will be able to answer after this session:

1. What are creativity blocks?
2. What are techniques I can use to be more creative?
3. How do I know an idea is a good one?
4. How do I select an idea?


 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Exercise](#)

 [Exercise Quiz](#)

Test your knowledge!

 [Upload minutes \(Session 3\)](#)

1. Team work on ideation methods:

Meet in your team and try 1 learned method for ideation!

1 learned method for evaluation!

Try 1 learned method for selection!

2. Upload your minutes to show your progress!

 [Minutes Template](#)

Please use this template to document your progress.

 [Additional Material](#)

For further understanding check out these videos and literature!

 [Video 1](#)

 [Video 2](#)


 [Video 3](#)

 [Video 4](#)

 [Exercise](#)

 [Exercise Quiz](#)

Test your knowledge!

 [Upload minutes \(Session 3\)](#)


1. Team work on ideation methods:

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1 learned method for evaluation!

Try 1 learned method for selection!

2. Upload your minutes to show your progress!

 [Minutes Template](#)

Please use this template to document your progress.

 [Additional Material](#)

For further understanding check out these videos and literature!

[Session 4: Building your Team and a Prototype](#)



Questions you will be able to answer after this session:

1. What are qualities of a good leader?
2. Why is a good communication in my team essential and how can prototyping help?
3. How can I prevent early surrender?
4. How can I increase self-efficacy?

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)

 [Video 6](#)

 [Video 7](#)

 [Video 8](#)

 [Exercise 1](#)

 [Exercise 2](#)

 [Exercise Quiz](#)

 [Upload minutes \(Session 4\)](#)

1. Meet in your team and discuss who of you is a good leader and why?
2. This selected leader is supposed to moderate now a discussion in your team to find and formulate a vision for your business idea!
3. Teamwork on prototyping:
Meet in your team and try 1 learned method for prototyping!
Built your first prototype!
4. Practice individually 1 mindfulness [exercise](#) for at least 3 times/week!
5. Upload your minutes to show your progress!

 [Minutes Template](#)



Please use this template to document your progress.

 [Additional Material](#)



For further understanding check out these videos and literature!

 [Video 1](#)



 [Video 2](#)



 [Video 3](#)



 [Video 4](#)



 [Video 5](#)



 [Video 6](#)




 [Video 7](#)




 [Video 8](#)



 [Exercise 1](#)



 [Exercise 2](#)



 [Exercise Quiz](#)



 [Upload minutes \(Session 4\)](#)



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Meet in your team and try 1 learned method for prototyping!
Built your first prototype!
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 [Minutes Template](#)



Please use this template to document your progress.

 [Additional Material](#)



For further understanding check out these videos and literature!

[MODULE 2: Product Market Fit](#)

[Session 5: Analysing the market](#)



Questions you will be able to answer after this session:

1. What is a market?
2. What is a best fit value propositions?
3. What are methods of marketing?
4. How do I conduct a SWOT analysis?

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)

 [Upload minutes \(Session 5\)](#)

1. Team work:

Meet in your team and analyze the SAM and SOM for your business idea using at least 1 bottom-up and 1 top-down method!

Create a persona!

Write a customer journey!

Develop a business strategy for your product/service using the SWOT analysis tool

Meet in your team and decide for one pricing model matching your business idea!

Define your unique selling proposition


Create your logo!

Establish your own marketing strategy, including communication channels and distribution instruments

2. Upload your minutes to show your progress!

 [Minutes Template](#)

Please use this template to document your progress.

 [Additional Material](#)

For further understanding check out these videos and literature!

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)



 [Upload minutes \(Session 5\)](#)



1. Team work:

Meet in your team and analyze the SAM and SOM for your business idea using at least 1 bottom-up and 1 top-down method!

Create a persona!

Write a customer journey!

Develop a business strategy for your product/service using the SWOT analysis tool

Meet in your team and decide for one pricing model matching your business idea!

Define your unique selling proposition

Create your logo!

Establish your own marketing strategy, including communication channels and distribution instruments

2. Upload your minutes to show your progress!

 [Minutes Template](#)



Please use this template to document your progress.

 [Additional Material](#)



For further understanding check out these videos and literature!

[Session 6: Facing the market](#)



Questions you will be able to answer after this session:

1. What are distribution and communication instruments?
2. How can I set a price for my product?
3. Who are my competitors and how do I deal with them?
4. How should I proceed in developing a brand?

 [Video 1](#)



 [Video 2](#)



 [Video 3](#)



 [Video 4](#)



 [Upload minutes \(Session 6\)](#)



1. Teamwork:

Meet in your team and discuss the marketing environment of a product of your choice.

Develop an initial marketing strategy for your preferred offering.

Develop a marketing mix.

Reading assignment: Marketing plan.

Prepare a poster about the 4P's and SMART analysis.

2. Upload your minutes to show your progress!

 [Minutes Template](#)

Please use this template to document your progress.

 [Additional Material](#)

For further understanding check out these videos and literature!

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Upload minutes \(Session 6\)](#)

1. Teamwork:

Meet in your team and discuss the marketing environment of a product of your choice.

Develop an initial marketing strategy for your preferred offering.

Develop a marketing mix.

Reading assignment: Marketing plan.

Prepare a poster about the 4P's and SMART analysis.

2. Upload your minutes to show your progress!

 [Minutes Template](#)

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 [Additional Material](#)

For further understanding check out these videos and literature!

[Session 7: Tending to your finances](#)



Questions you will be able to answer after this session:

1. How much capital do I need?
2. How do I calculate my break even point?
3. How can I manage our finances?
4. What is an income statement or balance sheet?

-  [Video 1](#)
-  [Video 2](#)
-  [Video 3](#)
-  [Video 4](#)
-  [Video 5](#)
-  [Video 6](#)
-  [Video 7](#)
-  [Video 8](#)
-  [Video 9](#)
-  [Upload minutes \(Session 7\)](#)

1. Team work on the financial support plan:

Meet in your team and calculate the capital you need to start your own business

Calculate also the specific break-even point

Write a concrete plan (including tasks, responsibilities, and deadlines) of how to get financial support


2. Upload your minutes to show your progress!

-  [Minutes Template](#)

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-  [Additional Material](#)

For further understanding check out these videos and literature!

-  [Video 1](#)
-  [Video 2](#)
-  [Video 3](#)
-  [Video 4](#)
-  [Video 5](#)
-  [Video 6](#)
-  [Video 7](#)
-  [Video 8](#)
-  [Video 9](#)
-  [Upload minutes \(Session 7\)](#)

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-  [Minutes Template](#)

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-  [Additional Material](#)

For further understanding check out these videos and literature!

Session 8: Funding your idea



Questions you will be able to answer after this session:

1. What funding opportunities are available to me?
2. What is debt and equity financing?
3. Can I get support from the government?
4. How does Crowdfunding work?


 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)


 [Upload minutes \(session 8\)](#)

1. Team work on the financial support plan:

Write a concrete plan (including tasks, responsibilities, and deadlines) of how to get financial support

2. Missing

3. Upload your minutes to show your progress!

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For further understanding check out these videos and literature!


 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)


 [Upload minutes \(session 8\)](#)

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2. Missing

3. Upload your minutes to show your progress!

 [Minutes Template](#)



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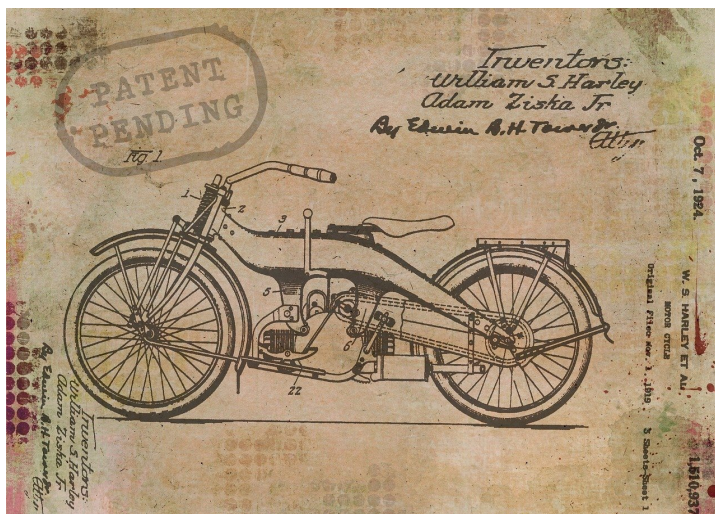
 [Additional Material](#)



For further understanding check out these videos and literature!

[MODULE 3: Intellectual Property](#)

[Session 9: Intellectual Property](#)



Questions you will be able to answer after this session:

1. What does intellectual property mean?
2. What are advantages of the intellectual property system?
3. What are the right of the intellectual property holder?
4. How can I protect my intellectual property?

 [Video 1](#)



 [Exercise](#)



 [Upload minutes \(Session 9\)](#)




1. Do some research on Google and read details of the following as far as uses of Geographical Indications.

- Silk Weaving in Thailand
- Ceramic Bulls from Peru
- Swiss Watches
- Bottle of Argon Oil
- Darjeeling for Tea
- Havana for Tobacco
- Cheese Processing Caves

2. Propose a few things/items/products etc. which can be protected under GI laws in Pakistan. (other than those mentioned before)

Hala's Ajrak,
Kasuri methi,
Dates from Dera Ismail Khan, Turbat and Khairpur,
Sindhri mango,
Nili-Ravi buffalo,
Pashmina shawls.

3. Do some research on Google for a few new plant varieties of wheat, rice and cotton in Pakistan.
4. Think about and enlist a few examples of Trademark other than those mentioned before.
5. Recall or search at least five most famous examples of influential product designs other than mentioned before.
6. Read about the following enforcement provisions relating to the Copyright: conservatory or provisional measures; civil remedies; criminal sanctions; measures to be taken at the border; and measures, remedies and sanctions against abuses in respect of technical devices.
7. Read a summarised paragraph about each of the following:
 - Berne Convention, 1886
 - TRIPS Agreement, 1994
 - The WIPO Copyright Treaty (WCT), 1996
 - The Marrakesh Treaty, 2013, and
 - WIPO Performances and Phonograms Treaty
8. Upload your minutes to show your progress!

 [Additional Material](#)

For further understanding check out these videos and literature!

 [Minutes Template](#)

Please use this template to document your progress.

 [Video 1](#)

 [Exercise](#)

 [Upload minutes \(Session 9\)](#)

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For further understanding check out these videos and literature!

 [Minutes Template](#)

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[Session 10: Domains of intellectual property](#)



Questions you will be able to answer after this session:

1. What are different domains of intellectual property?
2. How long do certain intellectual properties last?
3. What are limitations and exceptions of related rights?
4. What happens if I violate related rights or if my rights are violated?

 [Video 1](#)

 [Excercise](#)

 [Upload minutes \(Session 10\)](#)

1. List 2 or 3 geographical indications that are used in Pakistan or Asia.
2. Read Introduction from

IPO Pakistan website: https://ipo.gov.pk/trademark_intro;

IPO Pakistan online filing video tutorial: <https://www.youtube.com/embed/pUXUKKdmDKI>;

IPO Pakistan Procedure for Online Registration: https://ipo.gov.pk/online_filing_guidelines;

IPO Online Filing Guides:

Self-

user: <https://ipo.gov.pk/system/files/How%20to%20Register%20as%20SELF%20%28Individual%29%20for%20IPO%E2%80%99s%20Online%20Representative>

user: <https://ipo.gov.pk/system/files/How%20to%20Register%20as%20IP%20Attorney%20for%20IPO%E2%80%99s%20Online%20Filing%20S>


Online filing: <https://apply.ipo.gov.pk/>;

Trademark filing

guidelines: <https://ipo.gov.pk/system/files/final%20Guidelines%20for%20Filing%20Trademark%20Application%20in%20Pakistan%20%281%29>

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 [Additional Material](#)

For further understanding check out these videos and literature!

 [Quiz](#)

 [Video 1](#)

 [Excercise](#)

 [Upload minutes \(Session 10\)](#)

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user: <https://ipo.gov.pk/system/files/How%20to%20Register%20as%20IP%20Attorney%20for%20IPO%E2%80%99s%20Online%20Filing%20Sy>

Online filing: <https://apply.ipo.gov.pk/> ;

Trademark filing

guidelines: https://ipo.gov.pk/system/files/final%20Guidelines%20for%20Filing%20Trademark%20Application%20in%20Pakistan%20%281%20%2020032019_0.pdf#overlay-context=file_directory

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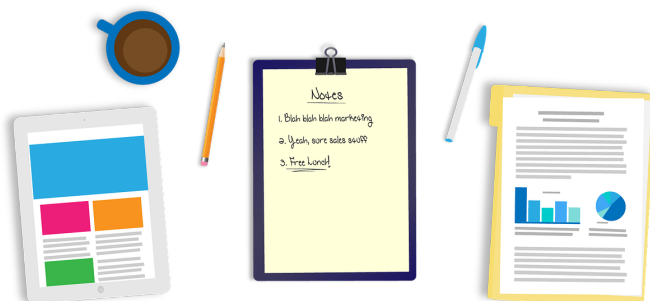
 [Additional Material](#)

For further understanding check out these videos and literature!

 [Quiz](#)

MODULE 4: Into Action

Session 11: Talking Business



Questions you will be able to answer after this session:

1. How do I create a business plan?
2. What are SMART goals and how to define them?
3. Why do some business plans fail?
4. What is the Business Model Canvas?

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)

 [Video 6](#)

 [Video 7](#)

 [Video 8](#)

 [Exercise 1](#)

 [Exercise 2](#)

 [Upload minutes \(Session 11\)](#)

1. Watch the YouTube videos.
2. Meet in your team and write a business model canvas for your business idea – be as concrete as possible!
3. Write a SWOT analysis for your business idea!
4. Analyse your business model canvas, define SMART goals to further develop your business idea!
5. Meet in your team and validate your business model canvas by conducting 10 customer interviews! (Take especially care for your assumptions of numbers)-
6. Write down 5 important insights of your customer interview.
7. Group Project: Business Plan Development

One vehicle for acquiring an understanding of the entrepreneurial process is creating a start-up business plan. The focus of this experience is to select a concept and create a complete and persuasive business plan that, among other things, will effectively accomplish the goal of acquiring financing. Writing a business plan requires you to ask tough questions about the nature of the business.

What are the benefits of your product or service?

What is the target market and how will you penetrate it?

How will you develop and produce the product or service?

What is required from the management team?

What are the risks of the venture and what can you do to reduce these risks?

What are the financial implications of the plan?

What resources, including funding, are required to successfully create the business plan?

To understand the related entrepreneurial process, students will take a hands-on approach. Working in teams of up to five people, students will mutually decide upon a concept and develop a feasibility study. Based on that work, teams will develop a comprehensive business plan. In most cases, the primary objective of your team's business plan will be to receive funding. Your plan will be prepared in three phases and your team will present the plan as a written document and present it to the.

8. Upload your minutes to show your progress!

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For further understanding check out these videos and literature!

 [Video 1](#)

 [Video 2](#)

 [Video 3](#)

 [Video 4](#)

 [Video 5](#)


 [Video 6](#)

 [Video 7](#)

 [Video 8](#)

 [Exercise 1](#)

 [Exercise 2](#)

 [Upload minutes \(Session 11\)](#)


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 [Additional Material](#)


For further understanding check out these videos and literature!

[Session 12: Pitch Perfect](#)



Questions you will be able to answer after this session:

1. How do I structure a sales pitch?
2. What are techniques I can use to improve my argumentation skills?
3. Where can I meet interested audiences?
4. Pathos? Isn't that a greek god? - What is pathos and why is it important?

 [Video 1](#)

 [Video 2](#)


 [Video 3](#)

 [Video 4](#)

 [Exercise](#)

 [Upload minutes \(Session 12\)](#)

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 Final task for your start-up.

Prepare a Business Plan as per below format by Monday, **January 31st ,2022**.

Business plan (max 500 words each)

Name..... Student Number Date.....

1. Executive Summary

(Explain who will purchase your team's product or service, what makes your business unique, how your team plans to grow, which countries your business operates/will operate in the future, and offer the results of your risk/opportunity-analysis)

Who will purchase:

.....

What makes the business unique:

.....

Plans to grow:

Which countries/cities

Risk/opportunity analysis

2. Business Description

(Explain information of your industry, mission for the future, unique qualities of your product or service, their value for your customers, and basic financial objectives (sales, market share, and profitability etc.))

Industry description

Mission

Unique qualities

Value for customers

Basic financials

3. Marketing

(Explain who buys your product or service = target market, size of that target market and its location, sales projections, offer figures of your industry (real data), and describe the strengths weaknesses of your primary competitors in this industry)

Who will buy:

Size of the target market and location

Sales projections

Figures of the industry

Strengths and weaknesses

4. Research, Design, and Development

(Explain the research you conducted of your industry and of your team's product or service (what the particular customers' need is), your team's offering, which should be designed to meet those needs, the planned research and development activity in the future, specifications of why this team's product or service is different to those already in the market, and results of your analysis of the potential success (including cost/revenue projections))

Research conducted

Team's offering

Planned R&D

Why the offering is different to those in the market

Analysis of potential success

5. Operations

(Explain actual operations in detail; what types of employees/managers you hire and how many, which taxes you need to pay to operate, access to transportation, distance to your supplies, and distance to your customers)

What types of team members (employees/managers)

Taxes

Access to transportation

Distance to suppliers

Distance to customers

6. Management

(Describe the management team members and their roles (why those individuals in your team?), plans to replace these team members if needed (if someone leaves or gets fired), include an analysis of salaries paid/to be paid, levels of ownership, investment plans, introduce your firm's organization structure, and explain the legal structure of your firm)

Management team members' roles

Plans to replace if someone leaves

Analysis of salaries

Levels of ownership

Organization structure

7. Financial Plan

(Explain where your start-up funding is coming from – as bank loans, equity (selling a part of your business), or from risk investors (business angels or venture capitalists) – as well as how you are going to use those funds, when you will be able to pay them back (if a payback is required), what type of communication you are planning to have with those investors, and if you are willing to gain knowledge from those investors)

Where the funds come from

How to use the funds

When to pay back

Communication with investors

Which knowledge to gain

8. Critical Risks

(Explain potential risks before they happen, including price cutting threats (your competitors), unfavourable industry-wide trends, design- and manufacturing costs (and their potential changes in the future), sales projections that may not be achieved, and risks that the climate change can cause)

Potential risks before they happen

Trends

Design-/manufacturing costs

Sales projections not achieved

Climate change

9. Harvest Strategy

(Explain the detailed ideas of how your team keeps functioning (although there can be challenges and team member changes), plans for buying (or not buying) insurances to cover potential unforeseen accidents, the strategies of how to make things better than before (detailed roles of each team member), plans to educate your team members in accordance to the industry needs, and plans for the successor of the business)

How the team keeps functioning

Insurances against to accidents

How to make things better than before

Education/the industry trends

Successor

10. Milestone Schedule

(Explain your future plans in a precise manner, offer a concrete time schedule and explanations of how to achieve the objectives in that schedule, plan how and how often to monitor the achievements, and offer measurements of how to define an achieved target/objective in your business (in terms of sales etc.))

Future plans

Timeline

How to monitor achievements

Measurements how to know the target is achieved in general

Measurements how to know the target is achieved in sales

 [Minutes Template](#)



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 [Additional Material](#)




For further understanding check out these videos and literature!

 [Video 1](#)

 [Video 2](#)


 [Video 3](#)

 [Video 4](#)

 [Exercise](#)

 [Upload minutes \(Session 12\)](#)

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Future plans

Timeline

How to monitor achievements

Measurements how to know the target is achieved in general

Measurements how to know the target is achieved in sales

 [Minutes Template](#)



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[Session 13: Next steps - Growing your Business](#)




Questions you will be able to answer after this session:

1. How can I grow my business?
2. What risks does growth bring?
3. What is an exit strategy?
4. How can I manage my business in uncertain situations such as COVID-19?

 [Minutes Template](#)




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