

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

**Entrepreneurial Skill Development  
Through Academic Coaching**

**A Presentation by  
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# 1. Why entrepreneurial skill development in Pakistan?

- A. High proportion of youth population in Pakistan
- B. Unemployment is increasing; 0.5 Million graduates are produced each year
- C. Less opportunities for mainstream youth in international job markets
- D. Talented youth is moving out of their communities causing talent drain
- E. Less job opportunities in rural areas, causes migration of educated youth to urban areas
- F. Young people need knowledge and skill to become entrepreneur
- G. Mindset change from job seeker to job creator
- H. Entrepreneurial education and training in educational institutions in needed
- I. Hence, the TAKE-UP Project

# Development of Entrepreneurship Curriculum

## Four Basic Components

- A. Personal skill development for entrepreneurship
- B. External resource development for entrepreneurship
- C. Innovation, creativity and marketing (media training)
- D. Putting entrepreneurial knowledge into action

# 1. Personal skill development for entrepreneurship

Personal and mental abilities needed when working in a business environment.

## **1.1 Leadership**

Leadership, administration and social competence. How they function in different types of contexts: in a group, at work, during their spare time, as a boss, as an employee

## **1.2 Out-of-box thinking**

Confidence building by taking part in discussions, teamwork, and practical exercises.

Learn to question the obvious, to find alternative solutions, to ask why, and to make innovative decisions.

## **1.3 Speechmaking and communication**

Learn how to express yourself and sell your idea to an audience. Language skills, rhetorics and presentation skills, communication skills in different conditions

## **1.4 Team building**

Learn the theory behind creating teams, how a good team works and how to solve problems in a group environment, how to work efficiently in a team, and how to lead a team of diverse personalities.

## **1.5 Creativity and innovation**

To make youth start thinking about what dreams or ideas they have and how they can develop and fulfil them. How to be creative, find ways and tools to develop themselves and their innovative ideas.

## **2. External resource development for entrepreneurship**

### ***2.1 Marketing and potential customers***

To learn the basics of marketing and customer analysis. Understanding of online marketing and running a sustainable and effective campaign. Identification of target groups and how to convert them into potential customer

### ***2.2 Economics of entrepreneurship***

A broader understanding of relationship between business and economics: as an entrepreneur, as a small business owner, and economics of consumer or target groups.

### ***2.3 Time management and target setting***

How to use time efficiently, find the most suitable time-planning tools and techniques, and use the time matrix for deciding the work plan for activities.

### ***2.4 Business plan development***

To learn what a business plan is, why it is needed and the basic components of a plan. How to write business plan and analyse existing plans. Legal aspects of a business.

# **3. Innovation, Creativity and Marketing (Media Training)**

## **3.1 *Media literacy and media criticism***

To learn how to distribute and consolidate the effects of visual imaging from basic knowledge. To learn the basic rules of A/V language, how to use these rules, how to examine film language critically. How to incorporate a message in photograph.

## **3.2 *Moving images and video clips***

How to use moving images as an entrepreneur. How to achieve more from moving images than just a commercial or information piece (e.g. Youtube). Suitable and appropriate camera/photo techniques and esthetics, quality of recording.

## **3.3 *Sound-image combination techniques***

To find and chose a suitable sound technique for the product or service. Good image but bad sound can ruin the product. Use of smartphome as a recording device.

# 4. Putting entrepreneurial knowledge into action

## 4.1 *Starting and running a business project*

How to start, run and finish a small business in cooperation with other students. Hands-on experience of life as an entrepreneur in a classroom environment.

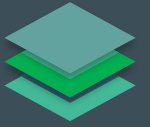
## 4.2 *Financial calculations:*

How and where to get funds, expense strategy, break-even, uncertainties, risk analysis, and exit plan.

## 4.3 *Simulation for expansion – From local to national to International*

How to cooperate in at larger scale in national and international environment, how to solve practical problems in virtual teams, and how to build networks that can lead to future expansion of the business.

# Start-up consulting Business - An Example



Knowing  
the  
system

Module 1  
Module 2  
Module 3

Business  
development  
and  
financing

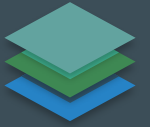
Module 4  
Module 5

Consulting  
and  
coaching

Module 6  
Module 7



# Module overview: Start-up consulting



system



Module 1  
Understanding the macro-system



Module 2  
Understanding the micro-system



Module 3  
Networking within the system

Business



Module 4  
Challenges of starting a business



Module 5  
Financing and accounting for founders

Coaching



Module 6  
Interaction – framework conditions and task area



Module 7  
Conversation techniques of solution finding

# **Under TAKE\_UP Project Four Modules have been developed so far**

**(Thanks to Dr Theresa of UdS for putting these together)**

## ***Module\_1: Problem Solution Fit***

Session-1: Basic Concepts of Business, Start-ups and Entrepreneurship

Session-2: Understanding the project management framework for start-ups

Session-3: Understand and practice creativity and design-thinking

Session-4: Visualize ideas via prototyping and communicate within the team for shared vision

## ***Module\_2: Marketing & Finance***

Session-1: Market analysis

Session-2: Market position

Session-3: Introduction to entrepreneurial finance

Session-4: Funding opportunities

## ***Module\_3: Legal Challenges and Intellectual Property Concepts and Management***

Session-1: Introduction to intellectual property

Session-2: Continuing tools/domains of IPRs

## ***Module\_4: Into Action***

Session-1: Analyze how the idea, market, and business structure are interlinked

Session-2: Presenting the business idea

Session-3: Growth strategies, succession planning, harvesting and exit strategy

# **Contents developed of each session**

- 1. Learning objectives**
- 2. Contents**
- 3. Teaching material**
- 4. Theoretical Exercises for students during session**
- 5. Practical Activities for students**
- 6. Material for students**
- 7. Essential Reading for students (literature)**
- 8. Complementary Reading for students (literature)**