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

Training Workshop for Entrepreneurial Coaching 8-9 November 2023

A Presentation by
Prof. Muhammad Ahmed Farooqui
COMSATS University Islamabad, Lahore Campus
8 Nov 2023

Why entrepreneurial skill development in Pakistan?

- A. High proportion of youth population in Pakistan**
- B. Unemployment is increasing; ~500,000 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 youth to urban areas**
- F. Fresh graduates need knowledge and skill to become entrepreneur**
- G. Need of structured entrepreneurial education and training in HEI,**
- H. Hence, the TAKE-UP Project**



TAKEUP PROJECT

OBJECTIVES:

- 1) Assessment and comparison of EU and Pakistani Universities
- 2) Designing entrepreneurship content and activities in Pakistani context,
- 3) Training entrepreneurial coaches and
- 4) Establishing a network of trained and certified startup consultants

DURATION

Jan 2020 to Jan 2024 (after one year extension)

TAKEUP PARTNER UNIVERSITIES

**University of
Saarland (UdS)
Germany**



**UNIVERSITÄT
DES
SAARLANDES**

**Athens University of
Business and Economics
(AUEB), Greece**



**COMSATS University
Islamabad (CUI)
(Lahore Campus)**



**Govt College University
(GCU) Lahore**



**University of Gujrat, (UoG)
Gujrat**



**Lahore University of
Management Sciences,
(LUMS) Lahore**



KEY ACTIVITIES

Carried out as ten interconnected Work Packages (WPs)

WP-1. Kick-Off and Self-Assessment
WP-2. Strategic Action Planning
WP-3. Development of FabLabs at <i>partner universities</i> in Pakistan
WP-4. Development of locally relevant training and teaching material for developing entrepreneurial skills in students
WP-5. Professionalizing entrepreneurial coaching
WP-6. Training and certifying entrepreneurial coaches in Pakistan (Train-the-Trainer)
WP-7. Establishing TAKE-UP network
WP-8. Dissemination and exploitation of the results/outcome
WP-9. Quality Management
WP-10. Sustainable Project Management



ACCOMPLISHMENTS

1. **Assessment and need analysis of partner universities**
2. **Strategic Action Plans**
3. **Entrepreneurship Course material and related activities**
4. **Online Entrepreneurship Course**
5. **A Manual for Coaches**
6. **Fabrication Lab (FabLab)**
7. **Training of Coaches (Trainers and Master Trainers)**
8. **Certification and recognition of Master Coaches**
9. **Networking and dissemination (<https://takeup.eu/>)**



Entrepreneurship Course

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



A Manual for Training of Entrepreneurial Coaches at Pakistani Universities

Modules	Session 1	Session 2	Session 3	Session 4
Module -1 ensures that all participants are on common grounds in specialized professional knowledge	Basics, start-up consulting and founding	Basics, start-up consulting and founding	Internalizing scientific ways of working	
Module -2 trains participants in working as a team and with other people.	Communication skills	Team leadership and organization	Conflict management	Stress management and resilience
Module -3 teaches participants motivational skills, essential for helping clients overcome phases of deferment and insecurity.	How to motivate others	Customer acquisition and networking	Pleasant training atmosphere	
Module -4 allows participants to practice applying their newly acquired knowledge in the real world	Introduction to the procedure of the talks in session 2-4	Conduct consultation with people who have good ideas/are interested in the topic of founding. Followed by: reflection phase and discussion	Conduct consultations with people who are already more advanced in the start-up process/ have developed a concrete idea Joint preparation of a business plan Followed by: reflection phase and discussion	Conduct consultations with people who are already more advanced in the start-up process/ have developed a concrete idea. Joint preparation of a business plan Followed by: reflection phase and discussion

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COMSATS University Islamabad, Lahore Campus

Faculty Training by Master Trainers for Entrepreneurial Coaching under WP 6.4



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Day-1 - Wednesday	Day-2 - Thursday
<p>Opening Session and Introduction 9:00 AM Dr. Muhammad Ahmed Farooqui Project Coordinator TAKE UP</p> <p>Session-1 9:20 AM Entrepreneurial Coaching: Process and Skills Dr. Usama Bajwa</p> <p>Session-2 10:05 AM Entrepreneurship and TAKE UP Project with Reasons to Support Entrepreneurs Dr. Tariq Hamayun</p> <p>Session-3 10:50 AM Understanding & Assessment of Current Challenges of Entrepreneurs Dr. Shahzad Khurram</p>	<p>Session-9 9:00 AM Evaluating Business Ideas Dr. Usama Bajwa</p> <p>Session-10 9:45 AM Communication and Listening Skills Dr. Tajammal Hussain</p> <p>Session-11 10:30 AM Understanding Entrepreneurial Teams Dr. Tajammal Hussain</p>
<p style="text-align: center;">Break 11:35 AM</p>	<p style="text-align: center;">Break 11:15 AM</p>
<p>Session-4 11:55 AM Tools to Structure Business Ideas: Part-I (GROW Model, Marketing & Supply Chain Mngt.) Dr. Imran Shafique</p>	<p>Session-12 11:35 AM Own Identity as Entrepreneurial Coach Dr. Shahzad Khurram</p> <p>Session-13 12:20 PM Legal Business Entities & IPRs in Pakistan Dr. Imran Naqvi</p>
<p style="text-align: center;">Lunch and Prayers Break 1:15 PM</p>	<p style="text-align: center;">Lunch and Prayers Break 1:05 PM</p>
<p>Session-5 12:40 PM Tools to structure Business Ideas: Part-II (Business Model Canvas) Dr. Imran Shafique</p>	<p>Session-14 2:15 PM Conflict Management Dr. Imran Naqvi</p>
<p>Session-6 2:15 PM Identifying Stressors and Resources Dr. Tariq Hamayun</p>	<p>Session-15 3:00 PM Govt's Initiatives/Projects for the Promotion of Entrepreneurship (Plan 9, Plan X, Ignite, NRPU & GCF) Dr. Usama Bajwa</p>
<p>Session-7 3:00 PM Project Management Basics Dr. Imran Naqvi</p>	<p>Session-16 3:45 PM Conclusions and Way Forward Dr. Muhammad Ahmed Farooqui</p>
<p>Session-8 3:45 PM European Perspective of Project TAKEUP and Entrepreneurial Coaching Ms Theresa Zimmer (Univ. of Saarland Germany) Ms Vasiliki Chronaki (Athens U of Econ. & Business)</p>	<p>Closing Session 4:00 PM Certificate Distribution and Group Photo</p>