



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

Report of Strategic Action Plan

LUMS

Date: 08.09.2021



I. Information about activities related to the development of Strategic Action Plans

The objective of developing Strategic Action plans was to create a vision for individual universities on which areas to focus their efforts in becoming entrepreneurial universities by employing project management tools.

Therefore, we conducted one online self-assessment workshop about HEInnovate as well as a workshop about transforming individual challenges into strategic action plans. To track subsequent activities and to improve the strategic action plans we had moderated face-to-face discussion with all partners during the stay in Pakistan in August 2021. After these discussions, partners finalized their Strategic Action Plans.

II. HE Innovate Dimensions

- Preparing and supporting entrepreneurs [PSE]
- Knowledge exchange and collaboration [KEC]
- Entrepreneurial teaching and learning [ETL]
- Organizational capacity: Funding people and incentives [FPI]

III. Strategic Action Plans

Explanation of strategic action plan elements:

Objective:	What do we want to achieve?
Output:	Which specific output do we want to create?
Tasks:	What do we need to accomplish your goal?
Measure of progress:	How do we know that you have made progress on each action?
Resources:	What resources do we need?
Barriers/Interventions:	What could be challenges?
Stakeholders:	Who are relevant stakeholders in/outside of our university?
Responsible person(s):	Who is responsible for carrying out each action?
Time frame:	Start and completion date



Objective 1: Increase the number of startups and therefore people who want to be entrepreneurs

Outputs

- Investment opportunities
- Training the startups on how to pitch their business ideas to investors
- Development of Business plan from average to standard level

Tasks

- Open house of previous start-ups

Measure of progress

- 5 videos for Facebook (i.e. investors' summit)

Resources

- Space for startups where they can bring together and collaborate

Barriers/Interventions

- COVID situation
- Online Conduction of Summit
- Recording the videos

Stakeholders

- Start-ups
- Investors
- Learning and development team at NIC
- Technical team
- Sales and marketing team

Responsible person(s)

- Specialized people in sales and marketing can be utilized

Time frame

- Start: April 2021 (1st Investor Summit), August 2021 (2nd Investors' Summit)
- Completion: April 2021 (1-day event – 4 slots), August 2021 (2 days event– 3 slots first day, 2 slots second day)



Objective 2: Exposure of startups to the entrepreneurship ecosystem

Outputs

- Familiarity with eco-system
- Understanding of practical aspects of the market

Tasks

- Involving faculty members, who have already start-ups

Measure of progress

- Faculty involvement in designing modules for training at NIC
- Case studies written by faculty used to be taught during training
- Involvement in the conduction of certain sessions during the startup training

Resources

- Dr. Adnan Zahid – the owner of Jhonny and Jugnu (a startup venture), teaching expert in Strategy and Business Modules
- Dr. Shehryar - entrepreneurship teaching expert, involved with startups via case studies and training at NIC
- Aman Ullah – contributed as entrepreneurship coach for a cohort at NIC
- Dr. Aun Raza – accounting and finance teaching expert, member of an advisory board at a startup called Muavin

Barriers/Interventions

- Limitation of in-house sessions with faculty or coaches due COVID situation
- Shared the case studies and other training material with candidates beforehand to make them prepared for a review session
- Online review/feedback sessions
- Use of breakout rooms during online sessions to increase interaction

Stakeholders

- Faculty
- External consultants
- Candidates of Training
- Training team and NIC

Responsible person(s)

- NIC training team

Time frame

- Start: November, 2020 (1st training), April, 2021 (2nd training)
- Completion: March, 2021 (1st training), August, 2021 (2nd training)



Objective 3: Expansion of entrepreneurship opportunities to relevant candidates, enrollment of quality startups, achieving quantity with good applicants

Outputs

- Improvement/ enlargement of pool of applicants/startups for cohorts
- Quality of applicants and application process enhanced

Tasks

- Facilitating the application process

Measure of progress

- Revision/ adjustment of application requirements as per feedback from the advisory board and respective cohort
- Simplification of application form for the convenience of applicants

Resources

- Marketing tools i.e., marketing videos providing guidance on sign up process
- Accelerator app to manage startups community -management tool

Barriers/Interventions

- Limitation to go for open house promotions -COVID
- Open house awareness events for training/ workshops can't be conducted - COVID
- Planned to conduct a virtual awareness session
- Marketing activities, social media posts, flyers, and motivational campaigns to target specific age segments toward entrepreneurship
- Facebook live motivational sessions with the involvement of Faculty running startups

Stakeholders

- Applicants/cohort
- Advisory board

Responsible person(s)

- Training team at NICL
- Marketing team NICL
- Management at NICL

Time frame

- Start: 1-1.5 months (application process), 2 months (recruitment/ Selection process)
- Completion: 1-1.5 months (application process), 2 months (recruitment/ Selection process)



Objective 4: Acquisition of targeted applications with more serious approach and mature business ideas, attain good viewership scores to create good reach

Outputs

- Better pool of startup applicants
- Increased viewership rate
- Better engagement with investors around the globe

Tasks

- Marketing campaign (e.g., website/platform)

Measure of progress

- Pool of applicants.
- Improved quality of application and selection process
- To invite and engage new investors through investors' summit
- Open investors
- Development of investors pool

Resources

- Social media platforms (i.e. Facebook, Twitter, Instagram, LinkedIn)
- NIC website
- WhatsApp groups with each cohort

Barriers/Interventions

- COVID situation
- Limitation for conduction of in-house marketing events
- Restrictions for panel discussions or open house/awareness sessions - COVID
- Calling startups one by one at NIC to record videos
- Recording of videos
- Influencer videos

Stakeholders

- Investors
- Applicants
- Startups community

Responsible person(s)

- Marketing team at NIC
- Training team at NIC
- Management at NIC

Time frame

- Start: Ongoing campaign (in the process throughout the year), targeted marketing campaign (1 month before the event)
- Completion: General campaign (in the process throughout the year), during application process marketing campaign used to be in the process throughout those 1-1.5 months



Objective 5: Make the best out of possible networking opportunities

Outputs

- Creation of resource allocation opportunities
- Client building
- Reference development
- Facilitation in the business execution process
- Practical learning through discussions with experienced industry experts

Tasks

- Reaching out to experts in future areas which represent opportunities for business ideas

Measure of progress

- Communication with mentors 4-5 hours per month
- Connection with Subject matter experts as per need
- Connection with coaches as per availability

Resources

- Pool of LUMS Alumni connected with industry serving as mentors
- Industry experts
- Dedicated subject matter experts in respective business areas

Barriers/Interventions

- Limitation to in-person meetings – COVID
- Conduction of online/remote sessions

Stakeholders

- Mentors
- Startups
- Coaches
- Subject matter/industry experts

Responsible person(s)

- Training team at NIC
- Management in strategy building step

Time frame

- Start: November, 2020 (1st training), April, 2021 (2nd training)
- Completion: November, 2020 (1st training), April, 2021 (2nd training)



Objective 6: Relationship building with Alumni startups, provision, and dissemination of entrepreneurial training/investment opportunities

Outputs

- Timely submission of deliverables
- Effective communication throughout training and afterward for the further reference building
- Efficient dissolution of issues if there are any
- Quick spread of any relevant updates/news on entrepreneurship learning/training/investment opportunities
- Invitation to participate in available training/workshops as a mentor coaches

Tasks

- Contacting start-ups and graduates
- Pre-screening of mentors
- Periodic feedback from mentors and mentees (App)
- Technical training for mentors to use the monitoring app (e.g. E-learning)
- Improve the Monitoring app

Measure of progress

- Monthly follow-ups
- Dissemination of documents, training schedules, important timelines for deliverables, and relevant materials with respective incubated cohorts
- Retention rate
- Evaluate the “journey” of new start-ups (long-term)
- Number of added faculty members
- Number of entrepreneurial coaches

Resources

- Accelerated App – communication or connecting with startups
- Official email NIC
- WhatsApp groups
- Personal emails of the training team
- Email groups of NIC Alumni startups

Barriers/Interventions:

- Lack of trust (students could not share their ideas with mentors, because they were scared of losing their idea to the mentors)

Resources we need:

- More mentors and coaches
- Less people with academic background
- More people with practical expertise/experience
- More trainers who train coaches



Stakeholders

- Startups
- Graduates

Responsible person(s)

- Marketing team (in house), Naseem Aftab
- Saima Rana
- Community team

Time frame

Start: On regular basis in relation to trainings/workshops



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

Strategic Action Plans

for COMSATS University Islamabad,
Lahore Campus



Draft Prepared by
Professor Muhammad Ahmed Farooqui, PhD.
Coordinator, TAKE UP Project
CUI, Lahore Campus

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

Strategic Action Plans for CUI Lahore Campus (Revised)

Development of Strategic Action Plans

As part of the WP-2 of the TAKE-UP project, each partner university was assigned to develop strategic plans for the cultivation of entrepreneurial culture at the respective campuses. The draft strategic plan encompassing ten objectives, developed by COMSATS University Lahore Campus are given below. In addition, a proposal has also been developed for long term collaboration with German universities, which is also attached at the end of this report.

To develop these strategic action plan, several training sessions were organized for the coordinators and their team members. The most useful session was the introduction of *HEInnovat* a free assessment tool for the HE institutions.

HEInnovate - <https://heinnovate.eu/en>

HEInnovate is a self-assessment tool for Higher Education Institutions who wish to explore their innovative potential. It guides you through a process of identification, prioritisation and action planning in eight key areas. HEInnovate also diagnoses areas of strengths and weaknesses, opens up discussion and debate on the entrepreneurial / innovative nature of your institution and it allows you to compare and contrast evolution over time. You can have instant access to your results, learning materials and a pool of experts.

The European Commission and the OECD have joined forces in the development of HEInnovate. It is free, confidential and open to anyone to use. HEInnovate can be used by all types of higher education institutions. This website offers more than just an interactive tool; it also contains case studies, user stories and supporting material to help you to design solutions tailored to your needs

HEInnovate

It is an initiative of the European Commission, DG Education and Culture and the OECD LEED Forum, and supported by a panel of six independent experts. HEInnovate is a free self-assessment tool for all types of higher education institution. It allows you to assess your institution using a number of statements related to its entrepreneurial activities, including leadership, staffing and links with business. Extensive training and support materials, including practical case studies, are available to support workshops

and further development within your institution.

HEInnovat is intended for higher education institutions (Universities, University Colleges, Polytechnics etc) who are interested in assessing themselves against a number of statements related to the entrepreneurial and innovative nature of their higher education environment.

HEInnovate covers eight areas for self-assessment:

1. **Leadership and Governance:** in order to develop an entrepreneurial culture in an institution, strong leadership and good governance are crucial.
2. **Organisational Capacity:** Funding, People and Incentives: key areas a higher education institution might wish to consider to minimise the organisational constraints to fulfilling its entrepreneurial agenda.
3. **Entrepreneurial Teaching and Learning:** areas in which entrepreneurial development can take place and tools to deliver education and training opportunities.
4. **Preparing and Supporting Entrepreneurs:** ways in which HEIs can provide internal and external opportunities and expertise to support staff or students in their career development or enterprising individuals on their pathway to becoming an entrepreneur.
5. **Digital Transformation and Capability:** the institution's ability to integrate, optimise and transform digital technologies to support innovation and entrepreneurship.
6. **Knowledge Exchange and Collaboration:** Building and sustaining relationship with key partners and collaborators to create value for the higher education institution and society.
7. **The Internationalised Institution:** the influence of the international environment on the entrepreneurial aspects of teaching, research, talent development, new opportunities and culture.
8. **Measuring Impact:** areas a higher education institution might want to measure the impact of its activities to become more entrepreneurial / innovative

Under each of the eight areas, statements have been designed so that individuals can rate them on a scale of 'not applicable' (n/a) to 5, according to how much they agree or disagree with the statement in relation to their institution. On the scale, 1 represents the lowest and 5 the highest score.

Broad Objective To convert Lahore campus of CUI into an Entrepreneurial Campus in which every student will have a start-up business plan at the time of graduation.

Objective-1	To incorporate Entrepreneurship in the curriculum of Undergraduate Degree Programs
Strategies	<p>Currently there are seventeen UG degree programs at Lahore campus. The curriculum will be revised or new course/s of Entrepreneurship will be introduced in each program. The revised curriculum shall be placed in the agenda of respective Board of Studies and Board of Faculties as per following groups:</p> <p><u>Faculty of Engineering</u></p> <p>1. BS Chemical Engineering, 2. BS Computer Engineering,</p> <p>3. BS Electrical Engineering</p> <p><u>Faculty of Information Technology</u></p> <p>4. BS Computer Science 5. BS Software Engineering</p> <p><u>Faculty of Science</u></p> <p>6. BS Physics 7. BS Mathematics</p> <p>8. BS Statistics 9. Doctor of Pharmacy (Pharm D)</p> <p><u>Faculty of Business Administration</u></p> <p>10. BS Business Administration 11. BS Economics</p> <p>12. BS Accounting & Finance 13. BS Psychology</p> <p>14. BS Media and Com. Studies</p> <p><u>Faculty of Architecture and Design</u></p> <p>15. BS Architecture 16. BS Design</p> <p>17. BS Interior Design</p>
Activities	Proposals for the revision of curriculum shall be developed by Head, A&R on behalf of HoDs for the approval by the respective Academic Bodies (Board of Studies [BoS], Board of Faculty [BoF], and Academic Council [AC])
Resources & Support	<p>1. HoDs, Curriculum development committee, and DARCs to contribute in designing the curriculum specific to the UG degree program being offered at the department.</p> <p>2. Relevant Faculty shall be trained to teach the revised course. Some of the faculty members are already in the process of getting trained under the TAKE-UP project.</p>

Responsible Employees	Head A&R shall be the initiator. Others include HoDs, Members of the DARC, Chairpersons, Deans, and members of the BoS, BoF and AC.
Stake Holders	Students, Faculty members, HoDs, Chairpersons, Deans, Head of Academics and Research, Campus Director
Timeline	September 2021 to January 2024
Milestones	The first draft of the Entrepreneurship Course will be presented in the BoS meeting of Faculty of Business Administration scheduled to be held in February 2022.
Measure of Success	The revised curriculum is approved by the Statutory Bodies. The HoDs shall make sure that the revised curriculum is included in the agenda of the meetings of all respective academic bodies.
Results (how did it go)	Number of revised curricula approved by the AC for implementation from Fall 2023. Left over, if any will be presented for approval in the next round of meetings of academic bodies.
Barriers/Interventions	<ol style="list-style-type: none"> 1. Motivation for faculty 2. Motivation to students to change their mindset from Job-focused education to business-focused education
Remarks	<p>Once the revised curriculum approved, some of the leading success Indicators may be</p> <ol style="list-style-type: none"> 1. Amount of time to develop business plan 2. Number of students involved in the business plan development 3. Number business plans produced per semester 4. Number of startups 5. Number of jobs created

Objective-2	To develop a Business Incubation Centre (BIC) at Lahore Campus
Strategies	An updated proposal will be prepared for the establishing and running of BIC. The proposal will be based on the National Incubation Centre (NIC) Model recently revised by HEC. The proposal shall have the mission, vision, administrative management model, financial model, and SoPs for the routine functioning of BIC. The BIC shall function under the managerial control of the Head, Management Sciences Department. With the passage of time and after attaining maturity, the BIC shall become an independent “Cost Centre” with its own budget and financial control.
Activities	Documentation and hiring of consultant for the construction of a new building for BIC is already in progress. The construction process will be monitored and recorded by the Works Department (Campus Engineer) on regular basis
Resources & Support	Campus Works Committee, Office of Additional Treasurer and Campus Director
Responsible Employees	Director Lahore Campus, Head A&R, HoD MS, In-Charge BIC, Convener Works Committee and Additional Treasurer
Stake Holders	HoD, Management Sciences, staff of BUI, entrepreneur students
Timeline	Proposal development by 30 October 2021 Building Construction by 30 March 2022
Milestones	<ol style="list-style-type: none"> 1. Comprehensive proposal of BIC approved by the CUI Lahore Campus 2. Submission of Proposal to HEC for funding 3. Approval of Proposal 4. Release of funding 5. Achieving of targets as set in the approved proposal
Measure of Success	<ol style="list-style-type: none"> 1. Approval of proposal by CARC Lahore Campus 2. Monitoring of the construction of building. 3. Hiring of proper staff 4. Number of business start ups
Result (how did it go)	<ol style="list-style-type: none"> 1. Completion of civil work 2. Placement of students/proto type student companies for start-up businesses activities
Remarks	This objective is subject to the approval of funding as seed money for a selected number of initial level startups.

Objective-3	To develop expertise and establish state of the art IT services for e-business and e-marketing
Strategies	Identify key areas, techniques, and infra structural facilities required for e-business and e-marketing.
Activities	Conduct two workshops for faculty members by inviting experts in e-marketing and e-business as resource person. A detailed proposal/working paper will be developed for the provision of these IT facilities or infrastructure.
Resources & Support	An expert / Resource person. Coordination by Mr Ghulam Jilani to hold workshop via video links.
Stake Holders	Students, faculty members and Coaches for Entrepreneurs
Responsible Employees	Senior Manager IT Services, Dr Ali Nawaz Khan (Asstt. Professor Electrical Engg), Dr Rana Nadir Adrees (HoD Management Sciences) and Ghulam Jilani (Senior CO)
Timeline	1 st August to 30 th November 2023
Milestones	<ol style="list-style-type: none"> 1. Formulation of a two to three groups of students 2. Develop business plan 3. Develop marketing strategy 4. Pilot run of the business plan 5.
Measure of Success	A manual/set of guidelines for E-business and E-marketing will be developed for students.
Result (how did it go)	Number of students participate in the activities and provide feedback in the post-event survey.
Remarks	

Objective-4	To develop and maintain a network of COMSIAN/Pakistani entrepreneurs for regular engagements in emerging entrepreneurial concepts and initiatives.
Strategies	<ol style="list-style-type: none"> 1. Data collection through Google Form using the email addresses and mobile numbers of CUI alumni. 2. Engage registered entrepreneurs in activities of common interest for example, workshops and seminars on emerging strategies in e-marketing and e-business activities
Activities	<ol style="list-style-type: none"> 1. Development of Google form 2. Data collection
Resources & Support	Google Form and support form IT section
Stake Holders	CUI Alumni, IT Department, HoD, Management Sciences
Responsible Employees	Sr Manager IT and Mr Ghulam Jilani (office of A&R)
Timeline	1 st November 2021
Milestones	<ol style="list-style-type: none"> 1. Constitution of a group of ten entrepreneurs 2. Constitution of a group of twenty entrepreneurs 3. Constitution of a group of fifty entrepreneurs
Measure of Success	Number of entrepreneurs registered
Result (how did it go)	A network of 100 entrepreneurs registered by 1 st June 2022 will be considered successfully achieved target
Remarks	

Objective-5	To facilitate and create at least fifty businesses per year through Business Incubation Centre
Strategies	At least 10 students (potential entrepreneurs) from each program per year shall be selected for further training in entrepreneurship. Faculty advisors shall be given incentives to become Mentors for selected students
Activities	1. Workshops/Short courses in “Entrepreneurship” shall be offered to students to determine the interest and desire to become an entrepreneur. 2. A data base will be maintained by BIC starting from Fall 2022 3. Faculty advisors shall be appointed as Mentors
Resources & Support	1. One or two Faculty members or Resource persons 2. IT support for conducting online short course/workshops
Stake Holders	Student Entrepreneurs, Incharge abd Staff of BIC, Faculty members (Mentors)
Responsible Employees	In-Charge BIC, Concerned HoDs and the departmental Focal Person for entrepreneurial activities.
Timeline	Once in each semester beginning from Spring 2024
Milestones	1. Potential entrepreneurs are identified through Google Survey form 2. Short course offered 3. Short course completed 4. First draft of Business plans by each participant
Measure of Success	Number of students registered and complete the short course/Workshop
Result (how did it go)	Number of start-up businesses plans emerged 1. First Start up Business goes into action 2. First ten start-up businesses go into action 3. First twenty five start-up businesses go into action 4. Fifty start up business go into action.
Remarks	The process of offering short courses shall be a regular feature in each semester.

Objective-6	To acquire funding for start-up businesses/BIC from HEC/GOP/PSF/EU/ other funding agencies.
Strategies	At least three comprehensive proposals will be developed in the light of latest policy of HEC regarding BIC and Entrepreneurship. Proposals will be submitted to different funding agencies.
Activities	<ol style="list-style-type: none"> 1. Brainstorming 2. Idea generation and theme setting 3. Proposal writing 4. Submission of proposal
Resources & Support	Head of Academics and Research shall facilitate and provide guidelines to develop the proposals.
Stake Holders	Entrepreneur students, Faculty to coach students, Head Acad and Res.
Responsible Employees	Head of Academics and Research Head of concerned department Departmental Focal Persons.
Timeline	Proposal is to be developed by March 2022.
Milestones	<ol style="list-style-type: none"> 1. At least five proposals are developed. 2. All proposals are submitted for funding
Measure of Success	Number of proposals developed and approved for funding.
Result (how did it go)	Number of proposals accepted for funding and the amount of funds received.
Remarks	

Objective-7	To establish a Fabrication Lab (FabLab) at CUI Lahore Campus
Strategies	<ol style="list-style-type: none"> 1. Visit FabLabs already functional at various institutions e.g LUMS, U of Saarland, and develop the list of equipment to be procured for the Lab 2. Develop a working model for the establishment, operation, and maintenance of FabLab.
Activities	<ol style="list-style-type: none"> 1. FabLabs of UdS Germany and LUMS (Makers Lab) are to be visited physically or virtually. 2. List of equipment for the Lab is to be finalized in consultation with UdS 3. Procurement of equipment is to be done by UdS under TAKE-UP project. 4. Necessary documentation is to be done by UdS and CUI Lahore Campus for the import of FabLab equipment 5. NOC is to be acquired from Govt of Pakistan for the import of 3D Printer 6. Space for the FabLab at Lahore campus is to be arranged. 7. A working model is to be prepared for the operation and maintenance of FabLab. 8. Manager FabLab is to be appointed.
Resources & Support	SM Works to create space for the Lab Treasurer office and Purchase office to facilitate the import, custom clearance, and transport of the equipment.
Stake Holders	TAKE UP Coordinator Incharge FabLab (Dr Imran Hassan, Chem Engineering) Campus Engineer Technical Staff for the FabLab Students Faculty members
Responsible Employees	Head, A&R, Departmental Focal Persons for the FabLab (Dr Ali Nawaz, Dr. Naeem Awais, Dr Imran Hassan)
Timeline	December 2021
Milestones	To be developed
Measure of Success	Procurement, Installation, and operation of equipment.
Result (how did it go)	Number of students and faculty to use the FabLab facilities
Remarks	

Objective-8	To organize a mega event on yearly basis to identify and reward the best entrepreneur of the year.
Strategies	Advertise the event through print, electronic and social media and solicit participation from individual/group entrepreneurs for competition.
Activities	<ol style="list-style-type: none"> 1. Develop a concept paper for the event by defining, the purpose, types and number of awards, mode of event (physical or virtual) feasibility, structure, management, conduction and sources of funding. 2. Develop marketing and publicity plan of the event 3. Post event activities: Publicity and marketing of success stories 4. A committee is to be constituted for event management.
Resources & Support	<ol style="list-style-type: none"> 1. Funding 2. Head, Media and Communication Studies to lead the event under the umbrella of BIC.
Stake Holders	<ol style="list-style-type: none"> 1. Director Lahore Campus, 2. BIC, 3. Student entrepreneurs and 4. Concerned faculty member/FYP supervisor
Responsible Employees	Incharge BIC and Incharge Media and Communication Studies.
Timeline	In Fall 2023 and onwards
Measure of Success	<ol style="list-style-type: none"> 1. Number of participants (successful or unsuccessful entrepreneurs) who attend the event 2. Number and monetary value of awards to be given.
Result (how did it go)	Post event survey through google form
Remarks	

Objective-9	Capacity building of faculty in entrepreneurial teaching and learning through workshops/ seminars/short courses for introducing new tools and techniques
Strategies	Need analysis activities to determine new topics and areas in entrepreneurial education in which training or refresher courses are required to be conducted for the capacity building of faculty.
Activities	One day (3-4 hours a day) Workshops One or two days (3-4 hours per day) short courses
Resources & Support	Area Experts from within CUI or outside the CUI
Stake Holders	Faculty members, HoDs, Administrators (Head of Academics and Research)
Responsible Employees	Head of Academics and Research and HoDs
Timeline	Starting from Fall 2022
Milestones	At least one Workshop/short course per semester
Measure of Success	Number faculty members participate in each activity and translate the new ideas into curriculum.
Result (how did it go)	Revision of Curriculum and generation of new business ideas/startup business
Remarks	

Objective-10	To develop long term relationship with University of Saarland, Germany for joint teaching and training, knowledge exchange, faculty exchange, student exchange, capacity building of faculty and development of joint start-up business plans.
Strategies	<p>Convene a meeting of relevant stake holders of CUI Lahore and UdS to deliberate upon the possibility of developing long term partnership</p> <p>Identify areas of common interest for collaboration</p> <p>Draft a proposed MoU to be signed with UdS</p>
Activities	<ol style="list-style-type: none"> 1. Constitution of Committee 2. Drafting of an MoU 3. Consensus on MoU through exchange of drafts and online meetings 4. Approval of MoU by CUI bodies, HEC and MOST 5. Signing of MoU
Resources & Support	Consultations with and support of HoDs, Chairmen, Deans and Director
Stake Holders	HoDs, Chairmen, Registrar, Treasurer, Deans, Head A&R, Director, and Rector
Responsible Employees	Head A&R
Timeline	To be started by Sep 2021 and finalized by Feb 2024
Milestones	<ol style="list-style-type: none"> 1. Consensus on agreement to collaborate 2. Major ToRs of the MoU 3. Writing of draft MoU 4. Approval of MoU by relevant bodies of UdS, CUI, and regulatory agencies 5. MoU signing ceremony and launch of collaborative activities
Measure of Success	MoU signed and collaborative activities started
Result (how did it go)	Approval of the proposal by Principal Seat offices, Ministry of Science and Technology, and HEC.
Remarks	



Report of Strategic Action Plan

GCU

Date: 08.09.2021

Objective 1. Inclusion of entrepreneurial teaching and learning to all discipline

Output

Which specific output do you want to create?

- Entrepreneurship courses included in different departments (e.g., elective, optional...)

Task

- Approval by the board of studies
- Approval by the board of faculties
- Approval by the academic council
- Approval by a syndicate
- Finalization of entrepreneurship101 course
- Train teachers of different faculties (e.g., as entrepreneurial coaches)
- Identifying the teachers
- Meeting with the Head of Department and information about entrepreneurship course
- Identify 4 departments
- Preparing right documents for approvals

Measure of progress

- 24 departments -> 4 departments included in the next 2 years
- Number of trained teachers

Resources

- Trainers for train the trainers
- Support from administration
- Support from board members
- Physical facilities (e.g. rooms, projectors, AC...)

Barriers/Interventions



- COVID, pandemic
- Resistance to change from departments (e.g. additional work load)
- Lack of motivation -> Money, recognition from students, staff, faculty members, pictures of high achievers (department specific), publication of profiles on the website

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA's
- University management
- Students
- Industry
- Society, community
- Government

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)
- Board members (head of the department, dean of faculty)

Time frame

- 2-3 years (4 departments)
- Next 2-3 years (additional 4 departments)

Facebook page created by GCU

Objective 2. Awareness of entrepreneurship is increased

Output

Which specific output do you want to create?

- Students, faculty, and staff are aware of the entrepreneurship as a career option

Task

- Conduct awareness sessions for different departments
- Create awareness through social media platforms
- Create a website for entrepreneurship
- Engaging student ambassadors in each department
- Offer regular courses and sessions about entrepreneurship

Measure of progress

- List of ambassadors appointed/engaged
- Number of sessions conducted
- Creation of Facebook page
- Creation of website



Resources

- Social media and web development team
- Trainers to offer courses
- Support from university administration/faculty
- Physical facilities (e.g. rooms, projectors, AC...)

Barriers/Interventions

- COVID, pandemic
- Resistance to change from departments (e.g. additional work load)

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA's
- University management
- Students

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)
- Board members (head of the department, dean of faculty)

Time frame

- 1-2 years

Objective 3. Support entrepreneurs and connect them to the market

Output

Which specific output do you want to create?

- Industry linkages established

Task

- Identification of relevant department for linkages (SMEDA, LCCI ...)
- Identification of industry/business who are willing to support entrepreneurs
- Reach out industry/departments to support entrepreneurs
- Create marketing/promotional material for industry linkages
- University/industry combined event

Measure of progress

- List of relevant departments created
- List of interested companies created
- Emails sent and meetings conducted with industry/departments



- Development of marketing/promotional materials
- Event conducted

Resources

- Trainers/manager
- Designer/developer for promotional material
- Support from administration
- Physical facilities (e.g. rooms, projectors, AC...)

Barriers/Interventions

- COVID, pandemic
- Resistance from industry (e.g. lack of interest, inability to see the benefits, shortness of time...)

Stakeholder

- Managers
- Teachers
- TAKE UP project team members
- TA, RA's
- University management
- Students
- Industry
- Society, community
- Government

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)
- University administration

Time frame

- 1-2 years

Objective 4. Keeping students record/database from awareness till launch

Output

Which specific output do you want to create?

- Creation of database

Task

- Collecting students' registration data
- Collecting data after every session
- Collecting data after completion of entrepreneurship course



- Design and development of database

Measure of progress

- Database is created
- Data entry created for sessions

Resources

- Team of database development and data entry
- Support from project manager
- Physical facilities (e.g. software and hardware...)

Barriers/Interventions

- COVID, pandemic
- Funds for development

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA's
- University management
- Students

Responsible person

- TAKE UP team (Amaad, Samnan, Basir, Ali, Zunaira, Mubasher)

Time frame

- 1-2 years

Objective 5. Identifying evaluation criteria/process for entrepreneurial coaches

Output

Which specific output do you want to create?

- Formation of evaluation criteria/process

Task

- Formulation of evaluation criteria
- Identification of different selection parameters with weightages

Measure of progress

- Rubric prepared for evaluation

Resources



- Management team (from academia/industry)
- Subject specialist

Barriers/Interventions

- COVID, pandemic
- Limited availability of suitable coaches

Stakeholder

- Teachers
- TAKE UP project team members
- TA, RA's
- University management
- Students
- Industry

Responsible person

- TAKE UP team management

Time frame

- 1-2 years





Report of Strategic Action Plan

UOG

Date: 08.09.2021

Objective 1. Increase the number of startups in BIC

Output

- At least 10 new student startups every year and 5 faculty startups

Tasks

- Selection process of startups that will be incubated in the BIC needs to be opened to more than only the graduates
 - Change call to students
 - Convince the VC
 - Apply for the change
- Change the attitude of students to a more practical one
- Addressing the fears of students concerning uncertainty
 - Identify successful startups
 - Identify failure stories of successful startups
 - Meeting with Asif Sharif to ask about contacts of existing startups
 - Identify more people who have connections to startups
 - Marketing successful startups to new students e.g. on website of university or email to students
 - Organize events and invite entrepreneurs who failed but also successful entrepreneurs to share their story
 - Regular events
 - Short sessions 3 in a month -> students visit advanced entrepreneurs
 - Trainings in e.g. the chamber of commerce, business associations

Measure of progress

- Quaterly evaluation of progress by industry
- Number of contacted startups
- Feedback from students after events where they met entrepreneurs

Resources

• Shahzada Babar



- Promotion of entrepreneurial concept at the university
- Labs, space
- Networking culture

Barriers/Interventions

- Students are not at campus -> online entrepreneurship course, online events, emails with success stories, share news about entrepreneurship
- Students have a lot of academic approaches ->
- Families are not supportive

Stakeholder

- Existing startups
- Members of the university who have contact to existing startups

Responsible person

- Ghafar Mohi ud Din Assistant Professor (School of Art Design & Architecture)

Time frame

Start: now, start inviting external advanced entrepreneurs to entrepreneurship course

End: Should take place on a regular basis



Objective 2. Create awareness about Entrepreneurship: “A concept” among UOG Faculty and Students.

Output

- At least 1000 Students and 100 Faculty Members every year

Tasks

- Engagement of STEM Disciplines and offer sessions to students and faculty on the subject both virtually and physically where/when possible
 - Session Calendar need to be developed
 - Engagement of likeminded faculty members
- Share content resources with them from the Entrepreneurship 101 course
- Offering BIC Helpdesk support to answer their queries
- Organising sessions with industry experts
- Pursuing HoDs to promote and adopt optional Entrepreneurship Course in their deptts

Measure of progress

- No of sessions organized Quarterly
- Number of students attended each session
- Feedback from the participants about the sessions after events

Resources

- Faculty Members/BIC and ORIC Staff/Industry Experts

Barriers/Interventions

- Students are not at campus
- Concept is novel for the students
- Theoretical learning approach/methods

Stakeholder

- UoG Faculty & Students

Responsible person

- In-charge Business Incubation Center

Time frame

Start: Upcoming Fall Semester 2021

End: Should take place on a regular basis



Objective 3.To increase the linkage to industry

Output

- 25 Industrial Visits along with faculty and 10 MoUs

Tasks

- Establish connection with industry
- Industrial need identification
- Matchmaking with the academic departments
- Pursuing Faculty/HoDs to encourage industrial visits
- Convincing the administration to provide resources

Measure of progress

- No of visits and connections established
- No of students engaged with industry
- No of joint projects completed in collaboration

Resources

- Faculty Members/BIC and ORIC Staff/Administration/Finances

Barriers/Interventions

- Covid 19
- Lack of funds
- Theoretical learning approach/methods

Stakeholder

- UoG Faculty & Administration

Responsible person

- Manager University Linkages, HoDs, Faculty Members, In-charge Business Incubation Center

Time frame

Start: Upcoming Fall Semester 2021

End: Should take place on a regular basis

