UNIVERSITY OF MANAGEMENT & TECHNOLOGY

SCHOOL OF SOCIAL SCIENCES & HUMANITIES

Department of Education

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| Program | PhD Education |
| Course Title | Entrepreneurship and Creativity  |
| Course Code | ED819 |
| Semester  | Fall 2018 |
| Credit Hours | 3 |
| Class day and Time | Sunday, 5:00 PM – 8:00 PM |
| Duration | 16 weeks |
| Course Instructor  | Dr.  |
| Contact Details | Phone: Off: (042) 35212801, Ext.Email:  |

**Course Description:**

This course provides a broad overview of the principles, theories, and practice of entrepreneurship, together with an understanding of the key tasks, skills, and attitudes required. Opportunity recognition and evaluation is emphasized. Course Principles In this course, students should develop the ability to recognize, analyze and present new business opportunities in education. A strong emphasis is placed on written and oral presentation of ideas and conclusions, in both individual and team project work. The ability (a) to work effectively in teams, (b) to create and deliver concise and compelling presentations, and (c) to conduct rigorous analysis of business opportunities are the cornerstone to success in the entrepreneurial world, and therefore developing these skills are a major focus of this course. The aim of this course is to develop your skills in communication, problem solving, teamwork, self-management, presentation and planning in a way that maximizes your ability to function effectively in a rapidly changing employment environment.

**Intended learning outcomes:**

On successful completion of this course, students will be able to:

* Discuss the importance of observation and the impact it has on your work as an entrepreneur
* Discuss the importance of editing and be able to simply complex problems down to their core issues
* Define what makes a strong brand and brainstorm ideas of how to establish your brand
* Understand the relationships and interdependencies between theories of creativity and entrepreneurship
* Understand how the characteristics of entrepreneurs contribute to their success Skills

**Course Content:**

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| Week | Topics |
| 1 | Entrepreneurship and creativity |
| 2 | Inspiration: The Entrepreneurial Mindset |
| 3 | Creation: Product Development |
| 4 | The Art of Relationship Building |
| 5 | The role of creativity in Entrepreneurial activities |
| 6 | Mid term |
| 7 | Factors influence on Entrepreneurship and creativity  |
| 8 | Government policies to support Entrepreneurship and creativity |
| 9 | The role of education in enterprising creativity  |
| 10 | The entrepreneur  |
| 11 | Theories of creativity  |
| 12 | Theories entrepreneurship |
| 13 | Behavior and motivations  |
| 14 | The entrepreneurial ecosystem  |
| 15 | Entrepreneurs and strategic decisions |
| 16 | Final Exam |

**Recommended Books:**

Etzkowitz, H., & Leydesdorff, L. (2000). The dynamics of innovation: from National Systems and “Mode 2” to a Triple Helix of university–industry–government relations. *Research policy*, *29*(2), 109-123.

Harrington, H. J. (2018). *Creativity, Innovation, and Entrepreneurship: The Only Way to Renew Your Organization*. CRC Press.

# Jerinabi, U., & Santhi, P. (Eds.). (2012). *Creativity, Innovation and Entrepreneurship* (Vol. 1). Allied Publishers.

Lumsdaine, E., & Binks, M. (2007). *Entrepreneurship from Creativity to Innovation: Thinking Skills for a Changing World*. Trafford.

Reis, E. (2011). The lean startup. *New York: Crown Business*, *27*.

Rogers, E. M. (2010). *Diffusion of innovations*. Simon and Schuster.

Sternberg, R., & Krauss, G. (Eds.). (2014). *Handbook of research on entrepreneurship and creativity*. Edward Elgar Publishing.

Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic capabilities and strategic management. *Strategic management journal*, *18*(7), 509-533.

Tidd, J., & Bessant, J. R. (2020). *Managing innovation: integrating technological, market and organizational change*. John Wiley & Sons.

**Course requirements:**

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| --- | --- |
| **Assessment** | **Marks** |
| Quiz 1 | 5 |
| Quiz 2 | 5 |
| Term Paper | 20 |
| Presentation I | 10 |
| Presentation II | 10 |
| Presentation III | 10 |
| Presentation IV | 10 |
| Presentation IV | 10 |
| Project  | 20 |
| Total | 100 |

**Evaluation of participants’ performance:**

Relative grading as per policy of the UMT.

**University regulations:**

Policies related to excused absences, cheating/ plagiarism, withdrawal and other related issues can be found in Participants Handbooks located at:

<http://www.umt.edu.pk/offices/registrar/Participants/Handbook.html>. As students and faculty at the University of Management and technology, we are all responsible for adhering to these policies.

**Attendance, Participation and Late Assignments:**

All participants are expected to be regular and punctual. In case a participant is absent in six classes, she/ he will get an ‘F’. Overall, 80 percent attendance is compulsory.

Participation is an important part of this course. You must be an active learner because you will need to adapt what you are learning to your own teaching:

* Preparing for class by completing reading and writing assignments
* Remaining alert, attentive, and respectful during discussions and activities (e.g. reading irrelevant materials, text-messaging, or sleeping are not appropriate)
* Respecting others other’s opinions
* Avoiding offensive language
* Displaying a positive attitude

**Guidance-Counseling Services:**

Participants are free to discuss the progress of their course during scheduled counseling hours. These hours will be communicated after the commencement of the introductory session. However, participants are allowed to use other channels of communications like email, and telephone both land and cellular.

**Written submissions:**

To receive a grade, each submitted assignment must be typed in a twelve-point font size. At the top front page of each assignment, please identify the name of the course, assignment, date of submission and your name or the names of each of the group members.

**Grammar and spelling:**

Grammar and spelling are as important as the mechanics of writing in all assignments. It is critical that spell check is used in all word-processed documents and that your work is edited for correctness. Grammar and spelling will be part of the evaluation of your assignments.

**Withdrawal:**

Participation in this course indicates your acceptance of its teaching focus, requirements, and policies. However, if you believe that the nature of this course does not meet your interests, needs or expectations, if you are not prepared for the amount of work involved or if you anticipate that the class meetings, assignments deadlines or abiding by the course policies will constitute an unacceptable hardship for you. In such cases you should drop the class by the drop-add deadline.