**Seminar on Entrepreneurship in Education**

|  |  |
| --- | --- |
| Program | **Doctor of Philosophy in Education** |
| Course Code | **ED 820** |
| Credit Hours | **3** |
| Duration | **15 \* 2 = 30 sessions** |
| Prerequisites | **None** |
| Resource Person | **Fariha Gul** |
| Counseling Timing |  |
| Contact | E-mail: fariha.gul@umt.edu.pk |

**Chairman/Director Programme signaturae………………. Dean’s signature…………**

**Introduction**

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.

**Learning Outcomes**

1. Unleash personal, creative potential
2. Engage in innovative and design-thinking
3. Learn entrepreneurial mindsets, critical success skill-sets, and toolsets
4. Learn and apply practical business concepts and insights
5. Solve real world challenges in the business environment and personal life by:

* Recognizing opportunities
* Developing strategies for achieving meaningful goals
* Executing on such strategies

**Teaching Methodology**

Owing to the objective of university of management and technology to provide students best learning opportunities, multiple teaching methods will be adopted including lectures, seminars, discussions, projects, assignments, presentations and quizzes.

**Assignments:**

In order to involve students through whole teaching learning process, they are supposed to perform different tasks including;

1. Class activities ( including reviews of books and research papers)
2. A final term project of developing case study
3. Class presentations on selected topics

**Recommended readings:**

1. **Blank, S., & Dorf, B. (2012). The startup owner's manual: The step-by-step guide for building a great company. Pescadero, Calif.: K & S Ranch Publ.**
2. Maurya, A. (2016). Scaling lean: Mastering the key metrics for startup growth. London: Portfolio Penguin. (about 20 copies in the university library)
3. Osterwalder, A., & Pigneur, Y. (2013). Business model generation: A handbook for visionaries, game changers, and challengers. New York: Wiley & Sons (digital copy available via the university library)
4. Ries, E. (2011). The lean startup: How constant innovation creates radically successful businesses. London: Portfolio Penguin.

**Further Readings**

* Etzkowitz, H. y Leydesdorff, L. (2000) “The dynamics of innovation: From national systems and “Mode 2” to a Triple Helix of university-government- industry relations” Research Policy 29: 109-123
* Osterwalder, A and Pigneur, Y; Business Model Generation, Alexander Oster & Yves Pigneur Publishers’, 2009.
* Ries, E; The Lean Startup, Crown Business, New York, 2011.
* Rogers, E, M. (1995) Diffusion of innovations. Free Press: NY. 1-37.
* Schumpeter, Joseph, (1978), Teoría del Desenvolvimiento Económico, FCE, México.
* Teece,T.C. Pisano, G. y Shuen, A. (1997) “Dynamic capabilities and strategic management” Strategic Management Journal, Vol18.
* Tidd, J and Bessant, J; Managing Innovation. Integrating technological market and organizational change. 4°Edicion, 2009.
* Von Hippel, E (2005) Democratizing Innovation. MIT Press: Cambridge, Massachusetts. Cap. 1.
* Von Hippel, E. (1976) “The dominant role of users in the scientific instrument innovation process” Research Policy 5: 212-239.

**Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

**Marks Evaluation Marks in percentage**

Class activities 15

Mid Term exam 25

Class presentation 30

Final term Project 30

Total **100**

**Calendar of Course contents to be covered during semester**

|  |  |  |
| --- | --- | --- |
| **Week** | **Content** | **Reference** |
| **1** | Entrepreneurial Mindsets & Opportunities; Connecting the Dots; Drive, Courage, Comfort Zones, Risk Models, Fear, Failure, Inspiration, Motivation, Regrets, Kindness, Productivity, Performance Management and Improvement, Core Values, Dream, Hussle, Perseverance, Pivots, Beta, Leadership Traits | ***Power point presentation*** |
| **2** | Neuroscience: Psychology (cognitive, positive, consumer); Neuroplasticity; Mental Models; The human brain; Memory/recall; Marshmallow Experiment; The π experiment. | ***Power point presentation and class activity*** |
| **3** | Mindsets, Skill Sets, and Tool Sets; Mindful Practices; Productivity; Time Management; Transformation; Personal Development, Toolkit / Resources: Booklist, Podcasts, VideoCasts, Conferences. | ***Power point presentation and class discussion*** |
| **4** | Ideation; Brainstorming; Original Thinkers & Doers, Game Theory | ***Power point presentations*** |
| **5** | Innovation & Business Models; Frameworks; Disruption; Game Changers< Strategy and Tactics | ***Power point presentations and class activity*** |
| **6** | Business Models / Canvas; Value Proposition; Differentiation; Proprietary; Competitive Advantage | ***Power point presentation and class activity*** |
| **7** | Strategic Networking; Mentorship; Sponsorship | ***Class discussion and activity*** |
| **8** | Leadership Styles: The art and science of decision making; thinking BIG and small; Vision, Mission, Core Values, Purpose, Goals, Priorities, Focus; Ownership, Hard Things, Wins | (article reviews) |
| **9** | The CSO / COO - Strategies, Tactics, Insights, Execution; Operations; Game Theory; Scaling | (article reviews) |
| **10** | ***Mid term*** |  |
| **11** | The CLO - Entrepreneurial Law: Entity Formation; Organizational Governing Documents; Corporate Structures; Boards; Org Charts; Cap Tables; Intellectual Property: copyrights, trademarks, patents and licensing; Deal-Making; Negotiating your Life and Business; Strategic Partnerships; Joint Ventures; Collaboration; Coopetition; Exits (M&A, IPO) | ***Power point presentation and readings*** |
| **12** | The CFO - Financial Capital: Raising capital for startups and emerging ventures; Financial Basics; Angels, Venture Capital, Private Equity; Debt | ***Power point presentation*** |
| **13** | Creative Branding, Marketing; Sales; Business Development; Virality; Advertising; TV Commercials; Communications; Mass Media & Medium; Digital Marketing / Social Media; Data Analytics; Experiment | ***Power point presentation*** |
| **14** | Project presentation | ***Power point presentation*** |
| **15** | Project presentation | ***Power point presentation*** |
| **16** | ***Final exam*** |  |