

Entrepreneurship (MGMT 481)

Credit Hour: 3

Teaching Mode: In Person

Schedule: Monday to Friday (2 PM – 4 PM)

Instructor: Dr. Adnan Zahid

Course Description:

Entrepreneurship is about turning an idea into a valuable enterprise under a certain level of uncertainty by remaining in control of what you want to achieve and how you want to achieve it”

Welcome to be a part of the entrepreneurial revolution that has literally ‘infected’ the contemporary global thinking! No other jargon has so much in use in recent times as entrepreneurship, and it is certainly for a reason. That is, perhaps no other thing can be so powerful, sustainable and thrilling as the phenomenon of ‘new venture creation’ for its ability to solve the prevailing problem of the mankind in its entirety. It is an introductory course on entrepreneurship intended to enhance your ‘willingness’ to set out on an entrepreneurial journey and give you a chance to think about alternative career options available to you in an economy so full of unmet needs and so short of innovative solutions. In this semester we will assess, explore, critique and celebrate the phenomenon of entrepreneurship.

This course will approach entrepreneurship as a mindset, an attitude and a behaviour to undertake value-creating initiatives in situations with a certain level of uncertainty that is expected to lead to the creation of a new business entity, be it a new start-up or a launch of new product or service within a large corporation. The course is designed in six modules with almost equal focus on the students’ development of both hard and soft entrepreneurial skills. The discussion in the first three modules will predominantly revolve around the cognitive part of the entrepreneurship process, which will allow the students to understand and challenge the very ‘logic’ of how expert entrepreneurs usually make decisions as opposed to a stereotypical manager working under a very different scheme of things. The last three modules of the course will then deal with some contemporary analytical tools used in the entrepreneurship education, coupled with certain ‘tricks of the trade’, to generally improve the students’ skills to develop a more innovative and sustainable business model for whatever entrepreneurial pursuit they ever plan to undertake. This course, therefore, promises a unique form of logic, which might at times be antagonistic to the conventional principles of management, but then it is what entrepreneurship is all about.

Given the nature of the subject, the curriculum of this course will also ensure a substantial exposure to the living practice of entrepreneurship through certain assignments, case study

discussions and the guest speaker sessions that will be organized in the university. Students will get an adequate chance to interact with different practicing entrepreneurs at different points along the course to validate their classroom learning and refine their business ideas. In short, this course promises a blend of fun and learning.