



**SUKKUR IBA UNIVERSITY**  
**Department of Business Administration**  
**ENTREPRENEURSHIP (MGT-430)**

<b>Class:</b> BBA-V	<b>Semester:</b> Fall 2025
<b>Credit Hours:</b> Class Work 3	<b>Instructor:</b> Dr. Altaf H Samo

**Grading**

1	Class Participation	<b>10%</b>
2	Business Plan draft & presentation	<b>10%</b>
3	Midterm Exams	<b>30%</b>
4	Final Exam	<b>50%</b>

**Text Books**

Sno.	Book Title	Author(s)	Edition and Publisher
1	Disciplined Entrepreneurship	Bill Aulet	Wiley
2	Entrepreneurship	Robert D Hisrich, Michael P Peters and Dean A. Shepherd	11 <sup>th</sup> Edition McGraw-Hill Education

**Recommended Books**

1	Innovation and Entrepreneurship- Practice and Principles	Peter F. Drucker	Butterworth Heinemann -Oxford England
2	Talking to Humans	Giff Constable	Steve Blank

**List of additional readings**

- Entrepreneur's Toolkit – Tools and techniques to launch and grow your new business By: Harvard business essentials
- The Art of the Start By Guy Kawasaki
- 100 Performing CEOs and Leaders of Pakistan By: Ijaz Nisar
- Plus all Harvard Business School Publishing articles and cases mentioned in outline and class.

**Business Idea Websites:**

- <http://www.springwise.com/> 

- <http://www.kickstarter.com/> [SEP]
- <http://smeda.org.gov> [SEP]

### Introduction to Course:

This course has been designed to facilitate students on how to create, manage, develop and grow a new venture. Especially students are to be exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner.

Our focus here is on the entrepreneurial mindset, or the ability for students to think and act in more creative, innovative, opportunistic and proactive ways. Moreover this course follows a case study method of learning and simulation. This is to help students in the practical life about various dimensions of business world and its necessary tools. Along with hands on projects and entrepreneurial talks.

### Course Learning Objectives

S. No:	CLOs
1	Students will be able to identify and evaluate ethical issues in venture creation.
2	Students will be able to present with oral efficiency
3	Students will be able to work in teams.
4	Students will be able to recognize and assess business opportunity.
5	Students will be aware of the global practices in the field Entrepreneurship
6	Students will understand and apply entrepreneurial tools and techniques in new venture creation

### Evaluation Sections:

1. **Class Participation:** Each of you will be rewarded with points on class participation based on the quality of your contribution in the discussion in shape of a coin. One representative will keep the log of the points and at the end of semester based on relative grading of the class your will be scored accordingly. Make sure to win as many coins as possible.
2. **Assignment:** Your teams will conduct an interview with the real life businessman and submit a summary report on it.
3. **Business Plan Draft and Presentation:** This is the most crucial part of this subject, and your

will perpetually work on the plan, after second midterm your plans will be submitted and you will be required to present in front of a Jury for evaluation.

4. **Midterm Exams:** Both midterms will require you to think critically, your answers will be assessed on relative grading system.
5. **Final Exam:** Welcome, make sure your score good in final and best of luck with that.

**Map your journey** – This course introduces the basics of starting business by explaining different approach of Entrepreneurs and businesses, and the nature of doing business.

Week	Session	Topics Covered	Suggested Reading	Class Activity
First	01	Instructor Introduction Understanding Students		Ice breaking exercises
	02	Course introduction Developing mutual understanding	Course outline	Discussion
	Reading: Doing Business 2023/24- Economy Profile of Pakistan			
	03	. Entrepreneurial Mind set ( Vision, Strategy, Team, and Culture for business)	Disciplined Entrepreneurship	Class Discussion
Reflection	Pakistan economy and opportunities			
Second	01	Market Segmentation and Research for new Business	Disciplined Entrepreneurship	Class Discussion
	02	Market Segmentation and Research for new Business	Disciplined Entrepreneurship	Class Discussion
	Reading: HBR – Beyond Business Instinct (Article)			
	03	Key success factors of entrepreneurs	HBR Article	Debate
Reflection	Pakistani Entrepreneur Profile with personal analysis of key success factors /Guest Speaker			
Third	01	Build-Measure-Learn Feedback Loop	Disciplined Entrepreneurship	Lecture
	02	Build-Measure-Learn Feedback Loop	Disciplined Entrepreneurship	Lecture and Discussion
	Reading: Beating the odds when your launch a new venture, By: Clark G. Gilbert			

	03	Build-Measure-Learn Feedback Loop		
Fourth	01	Emerging trends in Pakistan Green Trend, Clean Energy trend, Economic trend, Health trend and Web trend How to think out of the box?	Chapter # 4 <b>Entrepreneurship</b> Book	Lecture and Discussion
	02	Emerging trends in Pakistan Green Trend, Clean Energy trend, Economic trend, Health trend and Web trend How to think out of the box?	Chapter # 4 <b>Entrepreneurship</b> Book	Lecture and Discussion
	Reading: Previous Business Plans – Critical Analysis			
	03	Business idea Critical Analysis - Presentations and Debriefing		
Reflection	Opportunity Evaluation			
Fifth	01	Business Plan Basics: Why Business Plans Fail What is a business plan Why do we write business plan	Chapter # 7 <b>Entrepreneurship</b> Book	Discussion
	02	Importance of Business Model and Strategy in formulating Business Plan	Chapter # 7 <b>Entrepreneurship</b> Book	Lecture and Critical Analysis
	Reading: 04 workable Ideas for your Business plans			
	03	Business Plan idea screening	Class Activity	Data mining using smart tools
Seventh	01	Business Models and Pricing Frameworks	Notes	Lecture and Discussion
	02	Business Models and Pricing Frameworks		Critical Analysis
	Reading: Industry and Market Analysis Models (PESTLE, 5 Force Model, & others)			
	03	Presentation on Business Model Building blocks		PPT Presentation
Mid Term Examination				
Eighth	01	The Opportunity Analysis and description	Chapter 07 <b>Entrepreneurship</b>	Lecture and Discussion
	02	Description of Venture Mission Statement Goals and Strategy	Chapter 05	Lecture and Discussion
	Assignment: First draft of Market Analysis and Description of Venture			
	03	Market and Company Analysis	Secondary	Document

		Presentations	Research	Presentations
Ninth	1	Understanding Market Research	Chapter 07 <b>Entrepreneurship</b>	Lecture
	2	Development of Market Research Questionnaires	Chapter 07	In-Class Activity
	Assignment: Conduct a Market Survey			
	3	Market Research Results Presentations and Debate	Primary Research	Presentation
Tenth	1	Marketing Plan: The opportunity Competitors Profiling	Chapter 08 <b>Entrepreneurship</b>	Lecture and Discussion
	2	SWOT Analysis Marketing Goals and Plan 4 P's	Chapter 08 <b>Entrepreneurship</b>	Lecture and Discussion
	Assignment: Development of Marketing Material for Business Plan			
	3	Marketing Campaign Marketing Budget Advertisement	HBR Article	Lecture and Discussion
Eleventh	1	Marketing Plan Presentations	Class Activity	Presentations
	2			
	Assignment: Develop Website for your Business Plan			
	3	Operational Plan Value Chain Model Business Transaction Process	Notes	Lecture and Discussion
Twelve	1	Development of Operational plan	Class Activity	Discussion
	2	Operational plan Presentations	Class Activity	Presentation
	Assignment: Marketing material including Brochures, Catalogue & Billboard designs			
	3	Forms of doing business	Chapter 10	Lecture and Discussion
Fourteen	1	Sales Forecast	Chapter 10	Class Activity
	2	Sales Budget	Chapter 10	Class Activity
	Assignment: Develop Sales Forecast			
	3	Sources of capital	Chapter 10	Lecture and Discussion
Fifteen	1	Financial Statements Income Statement Balance Sheet Cash flow Statement	Portable MBA in Entrepreneurship	Class Discussion
	2	Break Even Analysis and Ratios	Portable MBA in Entrepreneurship	Class Discussion
	Assignment: Developing Integrated Financial Plan using Excel			
	3	Financial Plan Presentations	Class Activity	Presentation
	4		Class Activity	Presentation
	1	Management Plan	Ch#9	Lecture and

Sixteen			Entrepreneurship	Discussion
	2	Organizational Structure Management Team	Ch#9 Entrepreneurship	Lecture and Discussion
	Assignment: Developing Management Plan			
	3	Risk management		Lecture and Discussion
Seventeen	1	Business Plan Final Presentations		
	2			
	3			
Final Exam				

### IMPORTANT POLICIES

**1. Expectations.** I expect a friendly and professional class environment based on mutual respect as we are in this learning journey together. I expect the class environment to be more critical and rational. Examples from the real world are always encouraged so I expect you to do first hand research before coming to the class.

**2. Readings:** Talking from experience, if you read in advance this is going to help you to earn more CP points and help you pay attention in class. This really helps to have interest in class and grasp the discussion and connect the bigger picture.

**3. Attendance:** Your attendance in class is critical to fulfillment of course objectives. You will not be eligible to appear in the exam if you cross six absences. Late coming, even for one minute, would strictly be marked as absent.

**4. Due dates:** No late work will be accepted. Assignments are due at the said time. Presentations cannot be made up. This is the real world. When speakers accept speaking assignments, they are obligated to be ready to speak on that date at that time. If you are not prepared to speak, you receive a zero on that presentation. Talk to me in advance if there are problems.

### **5. Plagiarism and cheating**

In your writing and speaking I expect the ideas you express to be your own and to properly cite the sources you use. Cheating will not be tolerated in any form. In case if your work is found plagiarized strict action will be taken against you in terms of grading.

**6. Course Etiquette:** Students are expected to have good conduct and manners consistent with those expected in business interactions. This is particularly true when we have guest speakers. Such conduct includes;

- Not interrupting others and not speaking while others are speaking
- Asking for clarification or commenting on assignments in a courteous manner
- Don't focus too much on writing notes
- Turning off your cell phone or turning it to silent mode.

**Note:** For any help and assistance you all are welcome to come during my assigned counseling hours, you can also discuss your issues (if any) through my following contacts; or use the class Facebook page to express your quarries

Email:           altaf@iba-suk.edu.pk

**Consulting Hours: Tuesday 3 to 5 PM**