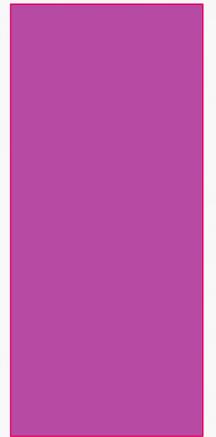


ENTREPRENEURSHIP AND INNOVATION IN PAKISTAN

CASE STUDY OF THE CENTRE FOR
ENTREPRENEURSHIP DEVELOPMENT (CED) AT IBA



BACKGROUND

- Globalization, technological change and Demographics require a fresh thinking on the role of Business Schools in Developing Countries.
- Business Schools should adapt to these drivers of change and produce professionals with capabilities and qualities to compete in this new environment.
- IBA, the oldest Business School in Asia established in 1955 by Wharton has largely produced General Managers and Senior Executives for multinational corporations and large Pakistani firms. It has remained structurally unchanged.

MOTIVATION

- Pakistan has a large youthful population and the formal job creation opportunities would not be sufficient to absorb the growth in labour force.
- This requires a gradual shift from the existing model to a new model in which entrepreneurship, Innovation and Creativity are emphasized.

MOTIVATION (CONTD.)

- As most of the businesses are operating well below their efficiency frontier, attracting University and College educated human resources and equipping them with the tools and skill sets to start their own businesses and create jobs may prove to be a more viable proposition.
- Risk taking follows a normal distribution curve. The challenge is to identify and select the sub-set of individuals with high propensity to take risk . Not a straightforward and easy task but the screening process improved with the passage of time and experience gained.

MOTIVATION (CONTD.)

- One single institution such as Business School cannot cover the whole water front. Hence, the need for partnerships networks and alliances with other institutions specializing in creative and Innovative programs.
- To make an impact, multiple target groups at different points in the life cycle of an organization would have to be trained and imported skills.

SCOPE OF ACTIVITIES OF THE CED

- Formal Higher Education and Training in Entrepreneurship
 - BBA Program in Entrepreneurship
- Non-formal training and community outreach focusing on
 - Women entrepreneurs
 - Youth and Unemployed graduates
- National Business Plan Competition, Incubator space, Seed funding and Angel Funding for successful teams.

SCOPE OF ACTIVITIES OF THE CED

(CONTD.)

- Research and local Case Studies development and dissemination
 - Global Entrepreneurship Monitoring (GEM) Report
- Collaboration, Partnerships and Networks
 - International
 - Consortium of 12 partner Universities in Pakistan

BBA ENTREPRENEURSHIP

- BBA Entrepreneurship program offered as a distinct stream for those who have to aptitude for starting up their own businesses.
- Curriculum and pedagogy have been modified to make them more orientated toward experiential learning including facilitating business startup during the four years of the program

BBA ENTREPRENEURSHIP (CONTD.)

- Internships tailored and targeted towards entrepreneurial ventures.
- Greater interaction with Entrepreneurs who have succeeded, failed; Guest speakers and Field visits; Case Studies, Exercises and Presentations

NON-FORMAL AND COMMUNITY OUTREACH

- The objective these courses is to train future identify opportunities, to mobilize resources to capture value from the business opportunity and develop execution capabilities to plan, set up and manage the venture.

WOMEN ENTREPRENEURS PROGRAM

- Studies on Microcredit borrowers show that females' success as entrepreneurs is correlated with the knowledge, skills and business acumen they possess.
- Training of 300 Karachi based women Entrepreneurs 22-50 years with business experience of at least one year and having at least five employees.
- This pilot project will be evaluated for possible replication throughout the country.

WOMEN ENTREPRENEURS PROGRAM

(CONTD.)

- Finding the critical mass interested in taking time off their businesses is a constraint.
- Training will last 3 months, 19 hours per week on Friday, Saturday and Sunday. 11 modules in Entrepreneurship, Accounting, Finance, Marketing, Sales, Retailing, Communications etc.
- Learn in class – Apply in Business

AGRICULTURE ENTREPRENEURSHIP DEVELOPMENT PROGRAM

- Select unemployed graduates from the rural areas of Sindh province and bring them to IBA Karachi for six months intensive training in setting up and managing agro businesses in their own areas.
- Four months' class room training in Reading, writing, communication and presentation skills, Finance, Book keeping, HR Business Plan

AGRICULTURE ENTREPRENEURSHIP DEVELOPMENT PROGRAM (CONTD.)

- Pedagogical tools consist of interviewing the entrepreneurs, Guest speakers and Field visits, Sales activities, Case studies, Active mentoring by the faculty including Personal Effectiveness.
- Two months immersion in the field – Crops, Livestock, Horticulture Farms, Processing, Storing, Marketing, Transporting, Wholesale and retail trading, Services etc.

AGRICULTURE ENTREPRENEURSHIP DEVELOPMENT PROGRAM (CONTD.)

- Upon graduation, most of the participants have gone back to their villages and towns in the rural areas and started their own agribusinesses.
- Two batches of seventy five each have been trained so far.

NATIONAL BUSINESS PLAN COMPETITION

- Consortium of Business, Engineering, Art and Science Schools to promote National Business plan competition among students.
- Teams with different skill sets – Designers, Artists, Engineers, IT, Molecular Biologists form teams – mixed with Marketing, Finance Students

NATIONAL BUSINESS PLAN COMPETITION (CONTD.)

- Incubation Centers established in the Universities successful competitors to start their own businesses.
- Crowd funding is a popular source of funding for the start-ups

RESEARCH AND CASE STUDIES

- IBA is a member of the Global Entrepreneurship Monitor (GEM) and has carried out three annual surveys of established firms and experts and produced research reports on the attitudes, activity and aspirations of the entrepreneurs.
- The research findings from GEM are used both for class room teaching as well as advocacy for bringing about changes in the eco-system.
- IBA Faculty members have started writing case studies of Entrepreneurs – successful and failed ones – for pedagogical purposes.