

IBA ONLINE ENTREPRENEURSHIP PROGRAM (IBA-OEP)



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ABOUT THE COURSE

The course called “The Online Entrepreneurship Program” is designed to help and facilitate participants to identify and pursue opportunities – in the business and non-business context in the Post COVID-19 New Normal era. The course is based on the award-winning entrepreneurship model called the “Entrepreneurial Plus Model”. The E-Plus model helps the participants to find meaning and purpose in life and helps them to reflect on the universal values of truth, integrity, gratitude and compassion and then equips them with effectual skills to work with the least amount of resources. The learnings from the course will help you professionally i.e. new venture creation, social ventures, family business, corporate and the public sector. Lastly, the course will also help you to apply the learnings in one’s own life i.e. personal goals, relationships, family, community involvement and how to handle crises and deal with setbacks.

WHO SHOULD ATTEND?

The IBA-OEP is designed to help all individuals – regardless of their age, socioeconomic class and employment nature – develop and realize their potential. However, to get a maximum benefit from the course, it is recommended that individuals with a high school graduation and regular access to the internet apply for the course.

COURSE FORMATS: BASIC LEVEL/ ADVANCED LEVEL
COURSE DURATION: SIX WEEKS

COURSE CONTENT

IBA-OEP makes the use of the E-plus model to help the participants to discover their entrepreneurial potential. The course not only talks about the entrepreneurial skills and capabilities but also equips the participants with the theoretical and practical knowledge of entrepreneurship.

TOPICAL COVERAGE INCLUDES:

- Entrepreneurial mindset development
- Entrepreneurial marketing
- Entrepreneurial accounting and finance
- Entrepreneurial leadership and organizational development
- Entrepreneurial HRM
- Entrepreneurial operations management
- Entrepreneurial business law
- Entrepreneurial strategy development
- Digital Entrepreneurship and E-Commerce opportunities in Pakistan





“I strongly believe that the development of an entrepreneurial mind-set can revolutionize the Pakistani landscape.”

PROGRAM DIRECTOR, CENTER FOR ENTREPRENEURIAL DEVELOPMENT

DR. SHAHID QURESHI

Fellow, Babson Business School

Ph.D. in Entrepreneurship, The Technical University, Berlin

RESEARCH INTERESTS

Entrepreneurship, Entrepreneurship in Developing Countries, Effectuation, Role of Incubation in Entrepreneurial Development, Entrepreneurial Plus Model®, Entrepreneurial Mindset, Entrepreneurship and Sustainability, Local Entrepreneurship Models, Poverty Alleviation.

KEY FEATURES OF THE COURSE

- . Understanding and applying the Entrepreneurship Plus Model
- . Understanding and developing effectuation skills
- . Enhancing creativity for innovation and growth
- . Understanding the details of the business startup model to start or grow own business
- . Using entrepreneurial mindset and skills to improve one's own life i.e. personal goals, relationships, family and community involvement etc.
- . Guest speaker sessions with local, regional, national and international entrepreneurs
- . Access to Alumni network of IBA-CED



COURSE FORMAT

The IBA OEP will be available in two formats: Basic Level, and Advanced Level

IBA-OEP BASIC LEVEL COURSE

- . The details of Entrepreneurship Plus Model and the effectuation theory of entrepreneurship
- . An understanding and the application of the Business Startup Model to start a business or introduce innovation in an existing business
- . How to mobilize resources, grow and envision new heights
- . Access to interactive local and international guest speaker sessions
- . Verifiable and shareable IBA course completion certificate
- . **Basic Level Course Fee**
Pakistani Participants: PKR 7,500/-
International Participants: USD 45/-

IBA-OEP ADVANCE LEVEL COURSE

- . All basic level features
- . Additional modules on Entrepreneurial Leadership, Entrepreneurial Marketing, Entrepreneurial Finance, Strategy, Legal Issues in business startups
- . Online mentoring with IBA CED team and alumni
- . Access to interactive guest speaker sessions with IBA Faculty
- . Access to Alumni network of IBA-CED
- . Verifiable and shareable IBA course completion certificate
- . **Advance Level Course Fee**
Pakistani Participants: PKR 12,500/-
International Participants: USD 75/-



CONTACT INFORMATION PROGRAM COORDINATORS

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