



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



IBA-CEDE
INSTITUTE FOR ENTREPRENEURSHIP DEVELOPMENT



**9TH IBA
INTERNATIONAL
ENTREPRENEURSHIP
SUMMER SCHOOL
2024**



INSTITUTE OF BUSINESS ADMINISTRATION IBA KARACHI, PAKISTAN

The Institute of Business Administration, Karachi (IBA, Karachi), is one of the oldest business schools in Asia. It was established in 1955 in collaboration with the Wharton School of Finance, University of Pennsylvania. Despite a rapid increase in the number of business schools, the IBA has maintained its position as the premier institution of higher learning.

IBA is proud to have academic linkages with world-renowned institutions of higher education such as Babson College, ISCTE Business School, AIX-MARSEILLE UNIVERSITÉ, and many others as part of its overall objective to provide a global perspective to its students. IBA's alumni have risen to leadership positions in business, politics, industries, and the corporate world. The former President, Prime Minister, and many Senators and Ministers of the Islamic Republic of Pakistan are IBA alumni.



IBA CENTER FOR ENTREPRENEURIAL DEVELOPMENT (CED)

The IBA's Center for Entrepreneurial Development (IBA CED) is engaged in promoting a culture of creativity and innovation in the Pakistani youth and fostering sustainable and inclusive entrepreneurship. The IBA CED is one of the leading entrepreneurial centers in the country and its impact is not limited to just IBA students but its presence and outreach across multiple cities of Pakistan. In its efforts to make meaningful contributions through entrepreneurship, the IBA CED continues to support the creation of new companies that add substantial jobs, incomes, and revenues to Pakistan's economy. The IBA CED executes various short- and long-term courses in entrepreneurship such as Technology entrepreneurship, Women entrepreneurship, and Certification in Entrepreneurship. More than 10,000 budding entrepreneurs have graduated through these programs. IBA CED has written more than 100 indigenous case studies and has published its work in several journals and publications.

IBA CED hosted around 300 companies and start-ups. Opportunities for business growth, networking, link-up with potential investors, and advanced training are provided to the entrepreneurs to encourage and nurture entrepreneurship in Pakistan.

Twice USASBE award-winning, IBA CED has opened new avenues of growth and economic development for the country in an environment where employment opportunities have shrunk over the past few years. It offers a practical alternative and gives new meaning to the field of education for the youth who suffer from limited choices amongst business specializations in Pakistan. Entrepreneurship not only provides the solution to our youth, but it is also the key driver of growth for all developed and developing economies around the world. The IBA CED's target population includes those interested in new venture creation, home-based women, family businesses, self-employed, those currently studying and even those working for someone else but wanting to utilize an entrepreneurial mindset (intrapreneurship).

AWARD WINNING ENTREPRENEURSHIP PROGRAM “USASBE 2017 & 2021”

United States Association for Small Business and Entrepreneurship



The IBA CED's Entrepreneurship Model is recognized by Darden School of Business,
University of Virginia (United States)

EMPOWERING THROUGH IDEAS: TEACHING EFFECTUATION IN PAKISTAN

Source: <https://ideas.darden.virginia.edu/empowerment-through-ideas-teaching-effectuation-in-pakistan>

PROGRAM OVERVIEW

Entrepreneurs' Experience of a Lifetime *IBA-CED International Entrepreneurship Summer School*

The 9th IBA International Entrepreneurship Summer School will be held from **29th July to 9th August 2024**. This experience is dedicated to helping you unleash the budding entrepreneur inside you. The IBA Centre of Entrepreneurial Development presents the 9th edition of its flagship program, an all-encompassing learning experience for you.

IESS, the International Entrepreneurship Summer School by IBA CED, attracts students from several countries, including Brazil, Mexico, the US, Canada, the UK, Germany, Holland, Ukraine, Poland, UAE, Indonesia, Philippines, Singapore, Thailand, China, Somalia, Tunisia, and Sri Lanka.

Every year, individuals from all over the world come to IBA Karachi because IESS offers a globally focused and culturally enriched learning environment in the classroom. It seeks to interconnect students in a global society where they acquire cross-cultural skills while being introduced to different perspectives.

IESS's best asset is our exceptional and highly skilled faculty, consisting of teachers and guest speakers from both Pakistan and international universities. The IESS faculty collectively possesses a variety of interests and expertise. They are recognized both nationally and internationally as outstanding teachers and dedicated mentors in the entire entrepreneurship spectrum and all areas of management education.

This international entrepreneurship summer school is much more than just a summer school because it offers a fully immersive experience. IESS believes in the motto that to be successful, you have to get your hands dirty, and practical hands-on experiences are just as important as course classes, if not more.

Therefore, IESS will provide its students with an opportunity to meet many successful entrepreneurs in multiple guest sessions and learn from them the art of entrepreneurship in its purest form.

WHO SHOULD ATTEND?

- Students and young professionals are interested in entrepreneurship and are seeking to develop their entrepreneurial skills and mindset.
- Entrepreneurs are looking to expand their understanding of entrepreneurship and gain insights into creating ventures with minimal resources while considering environmental, social, and ethical factors.
- Individuals are keen on exploring the entrepreneurial ecosystem in South Asia and Pakistan, including industry trends, challenges, and opportunities.
- Those interested in experiencing the beauty of northern Pakistan while engaging in academic and cultural activities.
- Participants are seeking exposure to renowned international and national faculty and speakers who bring a wealth of knowledge and expertise in entrepreneurship from diverse backgrounds.

PROGRAM DETAILS

3 Credit Hours - 36 Teaching Hours
29th July - 9th Aug 2024

SALIENT FEATURES OF PROGRAM



Entrepreneurial mindset development



Highly qualified international, national faculty

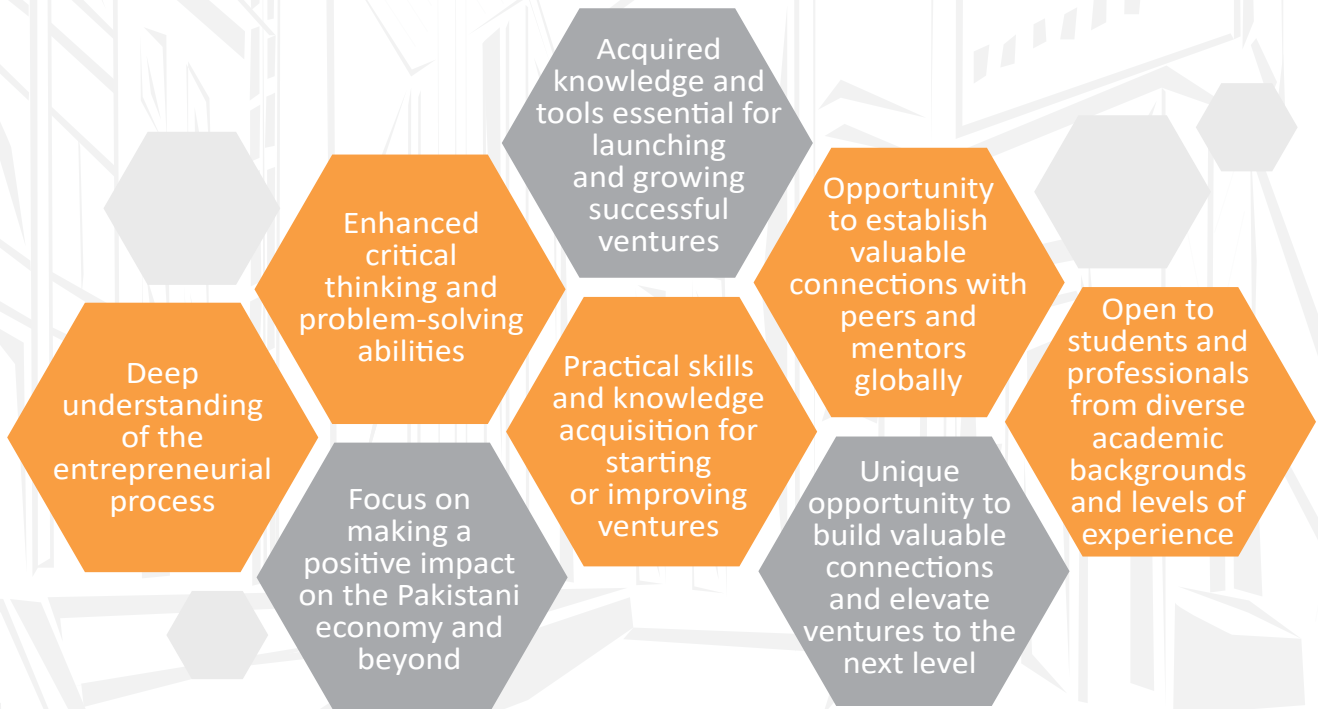


Latest entrepreneurship concepts and curriculum



Case Studies, hands on activities, group discussions and exercise

PROGRAM OUTCOMES



PROGRAM STRUCTURE



EXPERIENCE KARACHI

29th July – 2nd August 2024

The entrepreneurship course features sessions led by both international and national faculty, incorporating guest speaker sessions with entrepreneurs from across the globe. These are followed by interactive student presentations and group activities centered around various entrepreneurial models.

This program is meticulously crafted to guide participants through an entrepreneurial odyssey, offering insights into the vibrant tapestry of Karachi, Pakistan's economic hub. Beyond its multicultural ambiance, participants will savor the culinary kaleidoscope of Karachi through formal dinners, bonfire, and beach camping. It's more than just a program; it's an immersion into Karachi's essence, where dining out is considered a cherished pastime.



DISCOVER PAKISTAN

5th Aug - 9th August 2024

IESS is meticulously designed to provide a captivating experience of experiential entrepreneurship learning through academic activities, coupled with an exceptionally comprehensive tour of Pakistan. This segment of the program, known as DISCOVER Pakistan, acquaints participants with the myriad wonders this country has to offer. From the bustling and dynamic metropolitan cities of Karachi and Islamabad to immersing oneself in the serene lifestyle of the locals in the enchanting valleys, followed by exhilarating experiences such as rafting, trekking, and hiking in the breathtaking northern areas of Pakistan.

COURSE DESCRIPTION

The program offers a dynamic and engaging curriculum encompassing various essential topics such as ideation and innovation, business modeling, market research, design thinking, entrepreneurial marketing, financing, and fundraising, and international business strategy.

Designed to instill an entrepreneurial mindset, our comprehensive course equips participants with the skills necessary to seize the initiative and effectively leverage available means and resources. Through the program, individuals are empowered to either establish their ventures or enhance their existing family businesses by refining their business models under the guidance and mentorship of seasoned entrepreneurs and industry experts.

Participants will benefit from an extensive course that illuminates the entrepreneurial mindset, emphasizing the ability to take initiative with minimal Available Means & Resources (AMR). Supported by experienced entrepreneurs and industry professionals, individuals will have the opportunity to embark on their entrepreneurial journeys, developing new ventures or refining existing ones. The program integrates real-world market activities, including product and service sales, to provide participants with practical experience in venture building and growth.

In addition to classroom sessions and market activities, participants will enjoy access to a diverse range of resources and support systems, including co-working spaces, mentorship programs, and networking events. The culmination of the program is marked by a pitch competition, affording participants the chance to showcase their ventures to a distinguished panel of judges and potential investors.

PROGRAM MODULES

IESS offers eight modules, culminating with the pitching of your venture at the end of the program

TIME	MODULE
1	The Entrepreneurial Mindset, Idea generation and brainstorming
2	Design Thinking –Role of Creativity & Innovation in Entrepreneurship
3	Business Model Canvas Activity
4	Entrepreneurial Marketing & Sales
5	Financing and Feasibility Analysis
6	Operations and Supply Chain Management
7	IP ,Legal and Taxation Aspects
8	Strategic Management ,Growth and Sustainability

ACCOMMODATION FOR PARTICIPANTS OF IESS

Two hostels, one for female and one for male students, are situated within the premises of the University of Karachi, while the other girls' hostel is located at the City Campus. Spread across an area of 2.5 acres, these hostels are surrounded by lush green lawns, trees, and gardens. The design of the hostels integrates the requirements of modern urban sustainable living, with expansive and open corridors providing a pleasant and well-ventilated living environment.

All international participants will receive lodging and boarding as part of the program fees. This ensures a comfortable and inclusive experience for all attendees.

The following facilities are available at the VFR:

- Residents' security guarded 24/7 by professional security personnel
- A clean, hygienic, and congenial environment
- Sports (indoor & outdoor games)
- All rooms are equipped with a smart wardrobe, study table with drawer, and a single bed with a closet compartment for additional storage.
- Air-conditioned common Rooms and TV lounges, Kitchenette
- Indoor Gyms
- Badminton Court
- Laundry Room(Self Service)
- High-speed internet facility



PROGRAM FEE

International Participants
USD \$ 2000 *

National Participants
PKR 250,000**

*Boarding and lodging are included for international participants.

**Boarding and lodging in Karachi are included for national participants from locations other than Karachi.

TESTIMONIALS FROM PAST PARTICIPANTS



PATRICK MUNTZINGER 

"The course was unconventional & different in a refreshing & motivating sense"



JOSHUA MANIA 

"I came to Pakistan and enjoyed the hospitality and great learning. It is worth taking and a must do for all"



FERNANDA 

"This Course provided us interactive activities with Effectual Model approach which is quite unique"



EVELYNGO 

"The program faculty & speakers are best and their care, knowledge and time are priceless! This program is a WOW!"



ALESSIA RAMPONI 

"I explored and learned a lot and also developed my network with different International participants of IBA IESS from all over the world"



MUNAWAR ABADULLAH 

"The course is more focused on unleashing your inside potential especially the entrepreneurial capabilities. It leads you to start off with low resources and effectually using them"



DR. ATTA UR REHMAN 

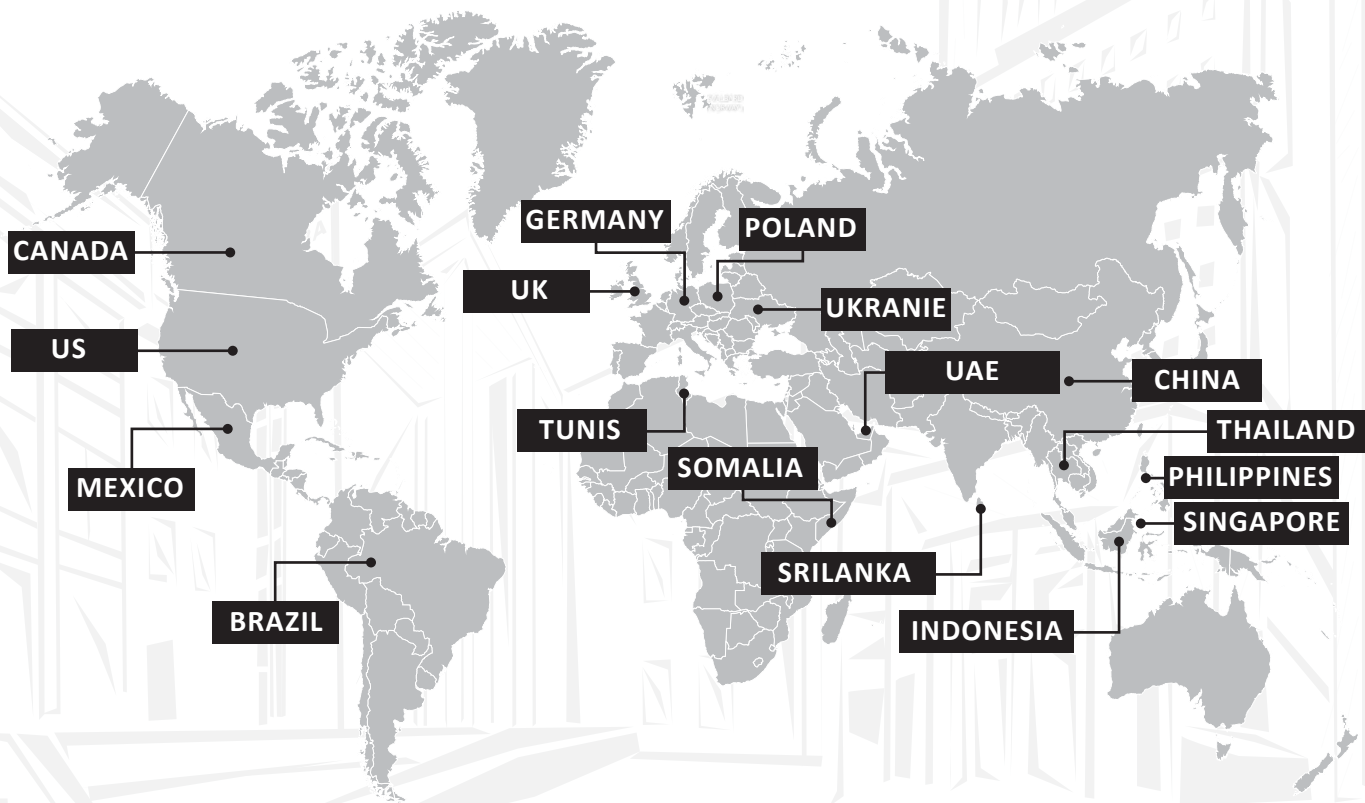
"Attending IESS made me better equipped to encourage, guide and help my students to become successful entrepreneurs"



VERONICA MIRANDA 

"I'm so grateful for my time at IESS. It's remarkable that a program like this even exists and helps entrepreneurs at every stage of their journey"

PARTICIPANTS FROM OVER 17 COUNTRIES



GLIMPSES FROM THE PAST IESS 2016 -2023



INTERNATIONAL FACULTY LECTURES



CREATIVE THINKING SESSION



EFFECTUAL DINNER ACTIVITY



EXPOSURE VISITS AND CULTURAL EXPERIENCE



HANDS-ON EXPERIENTIAL EXERCISES



CAMPUS TOUR



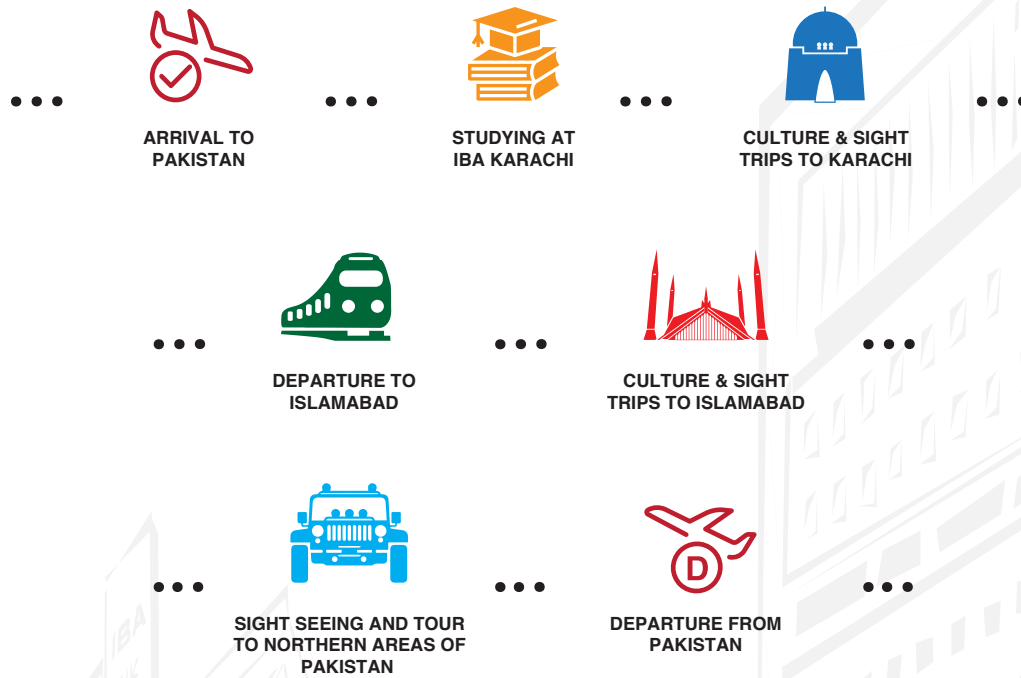
ENTREPRENEURSHIP SYMPOSIUM



CERTIFICATE DISTRIBUTION

IESS AMAZING JOURNEY

5TH AUGUST - 9TH AUGUST 2024



Register Now

<https://ced.iba.edu.pk/iess.php>



IBA-CEDE

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