UNESCO 4th APEID
MEETING ON ENTREPRENEURSHIP EDUCATION

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LAHORE UNIVERSITY OF MANAGEMENT SCIENCES

PAKISTAN
“THE ENTREPRENEUR Shifts ECONOMIC RESOURCES OUT OF THE AREA OF LOWER AND INTO AN AREA OF HIGHER PRODUCTIVITY AND GREATER YIELD.”

JEAN BAPTISE — 19th CENTURY FRENCH ECONOMIST
“THE ENTREPRENEUR AIMS AT VALUE CREATION. HE CREATES A FORCE REQUIRED TO DRIVE ECONOMIC PROGRESS, IDENTIFIES COMMERCIAL OPPORTUNITY, SETS OF A CHAIN REACTION, ENCOURAGING OTHER ENTREPRENEURS TO ITERATE AND PROPAGATE INNOVATION TO THE POINT OF CREATIVE DESTRUCTION, WHERE EXISTING MODELS, SERVICES OR PRODUCTS GETS OBSOLETE.”

JOSEPH SHUMPETER, AUSTRIAN ECONOMIST
“THE ENTREPRENEUR ALWAYS SEARCH FOR A CHANGE, RESPONDS TO IT, AND EXPLOITS IT AS AN OPPORTUNITY.”

PETER F. DRUCKER, AMERICAN BUSINESS PROFESSOR AND AUTHOR
NOURISHING AN ENTREPRENEURIAL MINDSET

- Special innate ability to sense and act upon opportunity
- Out of the box thinking and unique brand of determination
- Create or bring out something new to the world

ALERTNESS – MOST CRITICAL ABILITY
ISRAEL KIRZNER – AMERICAN ECONOMIST
UNESCO RESEARCH
KEY STUDY AREAS

1. STATUS OF ENTREPRENEURSHIP EDUCATION

2. ISSUES FACING ENTREPRENEURSHIP EDUCATION

3. MAJOR ELEMENTS OF ECOSYSTEM IN UNIVERSITIES NEEDING MORE RESEARCH AND SUPPORT
PAKISTAN
ACADEMIA IN PAKISTAN

- GOVERNMENT REGULATED
  - MINISTRY OF EDUCATION
  - HIGHER EDUCATION COMMISSION - 2001

- HIGHER EDUCATION COMMISSION
  - PUBLIC UNIVERSITIES
    - 100

- PRIVATE UNIVERSITIES
  - 80
RESEARCH SCOPE

- HIGHER EDUCATION INSTITUTES
  - Degree Awarding Institutes

- REACHED OUT TO 30% SAMPLE POOL

- RESEARCH DONE WITH 25 UNIVERSITIES
  - More entrepreneurial activity spotted
  - Entrepreneurship Curriculum
  - Lahore, Karachi, Islamabad

- QUESTIONNAIRE AND INTERVIEW
RESEARCH GOALS

• CREATE A BASELINE
  • state of entrepreneurship education in Pakistan

• UNDERSTAND KEY FACTORS
  • holding back the adoption of Entrepreneurial Mind-set and Culture in Academia

• PROPOSE ACTION PLAN
  • based on the research findings, to foster Entrepreneurship Education

• SUGGEST GUIDELINES
  • for policy makers both at National and Institutional level to promote EE in Pakistan
KEY ASSESSMENT AREAS

• Understanding and commitment of HEI to foster Entrepreneurship Education

• How strongly inclined is the leadership to promote Entrepreneurship and how conducive is the governance structure

• How interested is the Institute in developing its capacity and people to promote the culture of Entrepreneurship
KEY ASSESSMENT AREAS

• How does HEI contribute in developing a culture of teaching and learning EE

• How does Institute develop a mind set and help envision entrepreneur his career

• How actively is the Institute building collaboration with Industry

• How does an Institute measure Impact of its activities around promoting EE
KEY FINDINGS

• Private HEI
  • More active in developing and promoting EE within Institute
  • 80% have at least basic Ent. Courses
  • 40% have leadership taking EE seriously
  • 40% spending on organizational capacity
  • 30% are focused on developing entrepreneur’s career
  • 70% holds an Industry Academic Collaboration
  • 10% focused on Impact assessment
KEY FINDINGS

- Public HEI
  - Slow adaptation to promoting EE within Institute
  - 30% have at least basic Ent. Courses
  - 15% have leadership taking EE seriously
  - 15% spending on organizational capacity
  - 0% are focused on developing entrepreneur’s career
  - 40% holds an Industry Academic Collaboration
  - 0% focused on Impact assessment
RESEARCH ANALYSIS
LANDSCAPE IN PAKISTAN

- GEMS 2000 – Govt. Backed Incubator
- 9/11 – Less jobs, Bad prospects, Opportunity for Entrepreneurs
- 2005 – Student Entrepreneurship, Business Plan Competitions
- 2009 – University Incubation Centers (NUST)
- 2012 – Public / Private Incubators and Co-working Spaces
PUBLIC PRIVATE INCUBATORS

- PLAN 9, PLAN X – LAHORE (2012)
- TECH HUB CONNECT – LAHORE (2014)
- NEST I/O, DOT ZERO – KARACHI (2014)
- MIT BAP ACCELERATOR – KARACHI (2007)

NOTEWORTHY TRENDS
ACADEMIC INCUBATORS

- Lahore University of Management Sciences
  - LUMS Center for Entrepreneurship

- Information Technology University
  - PLAN 9

- National University of Science and Technology
  - Center for Innovation and Entrepreneurship
  - Technology Incubation Center

- Institute of Business Administration
  - Center for Entrepreneurial Development
LAHORE UNIVERSITY OF MANAGEMENT SCIENCES
• CURRICULUM 1998
• LUMEN SOFT – 2001
• KUALITATEM – 2006
• LUMS CENTER FOR ENTREPRENEURSHIP – 2014
• LUMS SOCIAL INCUBATION LAB - 2014
WAY FORWARD
“Education is the clearest path to individual opportunity and societal growth, and entrepreneurship education is especially vital to fuelling a more robust global economy. Entrepreneurs bring new ideas to life through innovation, creativity, and desire to build something of lasting value. Therefore we must continually foster educational cultures within our companies, governments and communities to keep the entrepreneurship pipeline filled for generations to come.”

DIRK MEYER, President and CEO, AMD
CASE OF USA

- SURGE IN HIGHER EDUCATION INSTITUTES OFFERING EE SINCE 1960
  - Entrepreneurship and Venture Creation
  - Small Business Management
  - Enterprise Development

- MAJOR GRAD SCHOOLS ESTABLISHED ENTREPRENEURSHIP AS MAJORS
  - Babson College
    - Undergrad, MBA and Other programs
  - MIT Sloan School of Management
    - New Project and Venture Development MBA, 17 Courses

- 1500 COLLEGES AND UNIVERSITIES OFFER EE CURRICULUM

- 100 + ACTIVE UNIVERSITY BASED ENTREPRENEURSHIP CENTERS

- GRADS TAKING EE ARE 3X MORE LIKELY TO BE INVOLVED IN VENTURES
CHARACTERISTICS

- INSPIRATION
- CREATIVITY
- COURAGE
- DIRECT ACTION
- FORTITUDE
- ALERTNESS

Entrepreneurship

Awareness through Content

Innovation
Intention
Mindset
FACTORS HOLDING BACK EE

• LACK OF GOVERNMENT INITIATIVE
• LACK OF AWARENESS AND INITIATIVE AMONG HEI LEADERS
• LACK OF POLICY AROUND PROMOTING AND SUPPORTING EE
• LACK OF BUDGETS ALLOCATED FOR PROMOTING EE
• LACK OF SUPPORT ECO SYSTEM AND PLANING
• LACK OF DIRECT CAPITAL FOR ENTREPRENEURS
IMPACT OF EE

• Wang and Wong 2004
  • Entrepreneurial dreams of many students are hindered by inadequate preparation
  • Biz knowledge is insufficient, not prepared to take risk to realize their dreams
  • Academic institutions play an important role in fostering entrepreneurial behavior

• Kraaijenbrink, Groen and Bos 2010)
  • Observation that entrepreneurship has remained low, despite EE
  • Only EE is not enough, a support system is needed
  • Suggest two aspects of the university role
    • First – traditional teaching role. Universities provide educational support, knowledge and skills needed for venture creation
    • Second, specific support in starting their own firms, including concept development and business development through set platforms
ACADEMIA

Brings Together

Aspiring Change Makers

Brings Together

Unemployed

Young Professionals

Social Entrepreneurs

CSR/BOP Focused

Business

Industry

Mentors

Entrepreneurs

Investors

CED

Brings Together

Programs

Incubators

Donors and AID Agencies

Projects/Initiatives

Programs

Institutional Partners

NGO's

Policy Makers

Government
THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

BREED ENTREPRENEURS

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