



ENTREPRENEURIAL DRIVE

IN CONNECTION WITH

42ND ANNIVERSARY OF (IIU)

TURN YOUR PASSION INTO SUCCESS

ENTREPRENEURIAL SUMMIT

FEATURES OF SUMMIT

Provide an opportunity for young and upcoming entrepreneurs to network and exchange ideas and new techniques to be used in their early stage startups

ENTREPRENEURIAL TALK SERIES

- PAY ATTENTION TO THAT "LITTLE VOICES" WITHIN YOU (WHICH INNER VOICE TO LISTEN TO AND WHICH ONE(S) TO IGNORE)
- FINDING THE RIGHT MARKET FOR YOUR IDEA/INNOVATION (THE ART OF CUSTOMER DISCOVERY)
- FROM IDEA GENERATION TO RAISING VENTURE CAPITAL TO REVENUE.

BUSINESS PLAN COMPETITION

- 30 -NOV-2021 REGISTRATION DEADLINE
- 30 -NOV-2021 BUSINESS PLAN REPORT SUBMISSION DEADLINE.
- 06 -DEC-2021 ROUND-1 / INITIAL SCREENING
- 22 -DEC-2021 FINAL COMPETITION

INNOVATIVE AD COMPETITION

- 30 -NOV-2021 REGISTRATION DEADLINE
- 30 -NOV-2021 AD SUBMISSION DEADLINE
- 06 -DEC-2021 ROUND-1 / INITIAL SCREENING
- 22 -DEC-2021 FINAL COMPETITION

Entrepreneurial Drive Secretariat:

FACULTY OF MANAGEMENT SCIENCES

INTERNATIONAL ISLAMIC UNIVERSITY

H-10 ISLAMABAD. PHONE: +92-519019569, +92-519019487

E-mail: placementoffice.fms@iiu.edu.pk



FREE REGISTRATION





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MANAGEMENT SCIENCES**

Entrepreneurial
Talk Series

Business
Plan
Competition

Innovative Ad
Competition

ENTREPRENEURIAL
WORKSHOP

Fundamentals
of Launching
& Growing
a Business

Best
Business Ethics

Best Business
Practices &
Effectuation
Theory

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ENTREPRENEURIAL DRIVE

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ENTREPRENEURIAL WORKSHOP

01

FUNDAMENTALS OF LAUNCHING
& GROWING A BUSINESS

02

BEST BUSINESS
ETHICS

03

BEST BUSINESS PRACTICES &
EFFECTUATION THEORY

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MANAGEMENT SCIENCES**



National Business Development
Program for SMEs



NBDP - SMEDA Seminar on **ENTREPRENEURSHIP** AS A VIABLE CAREER OPTION at INTERNATIONAL ISLAMIC UNIVERSITY

Learning Agenda:

- Understand the importance and concept of entrepreneurship.
- Learn the real time steps involved in starting small business.
- Enable to apply the frameworks and tools for successfully managing small business.



7th December 2021
10.00 a.m to 12.00 p.m

Resource Person:

Ms. Ayesha Abrar (Ph.D Entrepreneurship)

About Seminar

Entrepreneurship plays an important role in creating economic opportunities. Moreover, Entrepreneurship contributes to decreasing unemployment, increasing wages, generating tax revenue, increasing wealth, and contributing to a stronger nation by building a sound socio-economic system in the country. This Seminar aims to equip young potential and current entrepreneurs with contemporary tools and strategies to transform ideas to successful business startup and management.

Dr. Ayesha Abrar has over 13 years of experience as an academican and is currently working as Assistant Professor in NUST Business School. She earned her PhD in the field of Entrepreneurship from Essex Business School, UK. She has been teaching New Venture Creation to MBA students over the years and guide them to convert ideas into business, develop business plans, and pitch opportunities. In addition, she is currently working as mentor with the new ventures in field of technology and engineering.

She also has mentored several final year students' startup projects and turned them into successful business. Greenovation, Green Pots and Lean Food Hub are example of successful business venture mentored by her.

Who Should Attend

- IIU - Faculty Members
- IIU - Students
- All those desirous of starting own business

Venue: International Islamic University
H10, Islamabad, 44000



For Details Contact:

Dr. Faisal Rizwan

0333 - 6577200

Assistant Professor

International Islamic University (IIU)

Free of Cost