



IIU BIC is holding an interactive seminar in collaboration with Small and Medium Enterprises Development Authority (SMEDA), institution of the Government of Pakistan under Ministry of Industries & Production at IIUI. The experts from SMEDA will share the various opportunities with our students and participants available at their forum. This is a great opportunity for the university personnel including faculty and students to develop industrial linkages. Two separate sessions will be held on the following days:

1. 26<sup>th</sup> November for females at female campus
2. 27<sup>th</sup> November for males at IIU-BIC

**Timing for both the events are 11.30 am till 2.30 pm**

## Welcome to the Start-up SME Workshop



Small & Medium Enterprises  
Development Authority

### Details

**Time: 11.30am - 2.30pm**

**Females- 26/11/2019 @ Female campus auditorium**

**Males- 27/11/2019 @ IIU BIC**

## “Entrepreneurship as Viable Career Option”

### Course Overview:

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 Session aims to equip young potential and current entrepreneurs with contemporary tools and strategies to transform ideas to successful business startup and management.

### 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.



Course Content		Who Should Attend	
<ul style="list-style-type: none"> <li>• <b>Preparing for Business Start-up</b> <ul style="list-style-type: none"> <li>➤ Steps to Starting a Small Business</li> <li>➤ Developing your Business Plan</li> <li>➤ Structuring your Business Plan</li> </ul> </li> <li>• <b>Aiming for Business Finance</b> <ul style="list-style-type: none"> <li>➤ Sources of Funding</li> <li>➤ Lenders Expectation</li> <li>➤ Loan Application</li> </ul> </li> <li>• <b>SMEDA's Services &amp; Support for Start-ups</b> <ul style="list-style-type: none"> <li>➤ Customized Business Plan</li> <li>➤ Pre feasibilities (Both English &amp; Urdu Version)</li> <li>➤ Legal Advice</li> <li>➤ Tailor-made Training Programs</li> </ul> </li> <li>• <b>Legal Aspects</b> <ul style="list-style-type: none"> <li>➤ Legal Awareness and Compliance</li> <li>➤ Compliance - Registration with Relevant Government Departments</li> </ul> </li> <li>• <b>Business Strategy / Implementation – Towards a Sustainable Business Growth</b> <ul style="list-style-type: none"> <li>➤ Financial Management</li> <li>➤ Marketing</li> <li>• HR Management</li> </ul> </li> </ul>		Faculty Members Students All those desirous of starting own business	
<b>DATE</b>	26 <sup>th</sup> November 2019 (females) 27 <sup>th</sup> November 2019 (males)	<b>TIME</b>	11:30 am – 02:30 pm
<b>VENUE</b>	IIUI Female campus- auditorium (female) IIU Business Incubation Center (male)		

### RESOURCE PERSON: Ms. Hina Nisar

Hina relies on an approach centered on logical reasoning and rationality in her trainings to counter cognitive barriers to personality/career development. Her trainings combine the tangibility and measurability of skill enhancement with a deep Intellectual component to deliver knowledge with different innovative techniques regarding practical aspect to learn that rests on recognition of the self.

Training work Background:

- Certified master trainer from school of leadership
- Working as LEAD TRAINER/CONSULTANT At ORG.EXC (school of trainers) and HR- SOFT SKILLS TRAINER at LEXICON IFA- UK

### For Registration Contact

Please fill the form using the link given below:

<https://forms.gle/hGpnxePVXQBh1ex39>

