

WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAM

Curriculum Architecture and Concept Note

1. Background

Women entrepreneurs play a vital role in economic growth, employment generation, poverty reduction, and community development. Across various sectors, women are actively engaged in home-based enterprises, micro businesses, small-scale manufacturing, services, agriculture-related ventures, retail activities, and emerging digital enterprises. Despite their significant contribution, many women entrepreneurs continue to face challenges related to business management, financial literacy, market access, digital adoption, leadership development, access to finance, and business sustainability.

While entrepreneurship development initiatives often focus on business start-up and enterprise creation, many women are already operating businesses and require support to strengthen, expand, formalize, and sustain their enterprises. There is therefore a growing need for structured capacity-building programs that address both entrepreneurial development and enterprise growth.

The Women Entrepreneurship Development Program (WEDP) has been designed to respond to these needs by equipping women entrepreneurs with practical knowledge, skills, tools, and support mechanisms that enable them to improve business performance, strengthen competitiveness, adopt digital technologies, access new markets, enhance resilience, and pursue sustainable growth opportunities.

The program integrates entrepreneurial leadership, business diagnostics, strategic planning, financial management, digital literacy, artificial intelligence, marketing, operations management, climate resilience, and enterprise growth planning into a comprehensive capacity-building framework.

2. Program Goal

To empower women entrepreneurs by strengthening their entrepreneurial capabilities, business management practices, financial literacy, digital readiness, leadership skills, and enterprise growth potential, enabling sustainable and resilient business development.

3. Program Objectives

Upon successful completion of the program, participants will be able to:

- Assess the current performance of their businesses and identify growth opportunities.
- Strengthen leadership, confidence, and entrepreneurial decision-making abilities.
- Apply effective financial management and record-keeping practices.

- Utilize digital tools and artificial intelligence to improve business productivity and marketing.
- Develop and implement customer-focused marketing and sales strategies.
- Improve operational efficiency and business performance.
- Explore opportunities for product improvement, diversification, and market expansion.
- Integrate sustainability and climate resilience considerations into business operations.
- Develop practical enterprise growth and action plans.
- Present business growth proposals for incubation and enterprise support opportunities.

4. Target Participants

The program is intended for:

Primary Participants

- Existing women-owned micro enterprises
- Existing women-owned small businesses
- Home-based women entrepreneurs
- Informal women entrepreneurs seeking business growth
- Women-led family businesses
- Growth-oriented women entrepreneurs seeking expansion opportunities

Secondary Participants

- Aspiring women entrepreneurs with viable business ideas
- Women intending to formalize existing income-generating activities

Priority may be given to participants demonstrating commitment to enterprise development and business growth.

5. Core Competencies to be Developed

The program seeks to strengthen the following competencies:

Competency Area	Expected Outcome
Entrepreneurial Leadership	Improved confidence, leadership, and decision-making
Business Diagnostics	Ability to assess business performance and identify areas for improvement
Strategic Planning	Ability to develop realistic growth strategies
Financial Management	Improved budgeting, pricing, cash flow management, and record keeping
Digital Literacy	Effective use of digital tools for business operations
AI Utilization	Practical use of AI tools for productivity, marketing, and planning

Marketing & Sales	Improved customer acquisition, retention, and market expansion
Operations Management	Enhanced efficiency and resource utilization
Sustainability & Resilience	Adoption of climate-smart and resilient business practices
Business Communication	Improved networking, negotiation, and presentation skills

6. Curriculum Architecture

PHASE I

Entrepreneurial Leadership and Business Diagnostics

Module 1: Personal Leadership and Entrepreneurial Growth

- Entrepreneurial Leadership
- Growth Mindset
- Professional Ethics
- Time Management
- Work-Life Integration
- Decision-Making and Confidence Building

Module 2: Business Diagnostics and Enterprise Growth Opportunities

- Business Health Assessment
- Business Performance Analysis
- Customer Analysis
- Competitor Analysis
- Growth Opportunity Identification
- Business Improvement Planning

Participant Output: Business Diagnostic Report

PHASE II

Business Growth and Financial Strengthening

Module 3: Business Strengthening and Strategic Growth Planning

- Business Model Strengthening
- Value Proposition Enhancement
- Product and Service Diversification

- Market Expansion Strategies
- Strategic Growth Planning

Participant Output: Enterprise Growth Strategy

Module 4: Financial Literacy and Financial Management

- Financial Record Keeping
- Costing and Pricing
- Cash Flow Management
- Budgeting and Financial Planning
- Profitability Improvement
- Access to Finance and SME Lending

Participant Output: Financial Improvement Plan

PHASE III

Digital Transformation, Marketing and Operations

Module 5: Digital Enterprise Development

- Digital Business Tools
- Digital Productivity Solutions
- Introduction to Artificial Intelligence
- AI Applications for Business
- Digital Communication
- Digital Security and Cyber Safety

Participant Output: Digital Business Profile

Module 6: Product Improvement and Innovation

- Product Enhancement
- Quality Improvement
- Packaging and Branding
- Customer Experience Management
- Innovation for Small Businesses

Participant Output: Product Improvement Plan

Module 7: Marketing and Sales for Growth

- Branding and Positioning

- Social Media Marketing
- Customer Relationship Management
- Sales Techniques
- Negotiation Skills
- Customer Retention Strategies

Participant Output: Marketing Action Plan

Module 8: Business Operations and Human Resource Management

- Operational Efficiency
- Inventory Management
- Procurement Management
- Team Building
- Employee Management
- Business Process Improvement

Participant Output: Operations Improvement Plan

PHASE IV

Sustainability, Action Planning and Incubation

Module 9: Business Sustainability and Compliance

- Business Formalization
- Regulatory Compliance
- Business Documentation
- Risk Management

Module 10: Green and Resilient Enterprises

- Climate Change Awareness
- Green Economy Opportunities
- Resource Efficiency
- Sustainable Business Practices
- Business Continuity Planning
- Disaster Preparedness and Resilience

Participant Output: Business Resilience Plan

Module 11: Industry Linkages and Technical Development

- Industry Exposure

- Corporate Engagement
- Sector-Specific Technical Sessions
- Mentoring and Coaching
- Site Visits

Module 12: Enterprise Growth Action Planning

- Business Growth Targets
- Resource Planning
- Financial Projections
- Risk Mitigation
- Implementation Roadmap

Participant Output: 12-Month Enterprise Growth Plan

Module 13: Business Pitching and Incubation Readiness

- Business Pitching
- Presentation Skills
- Investor and Lender Readiness
- Pitch Development
- Incubation Preparation

Participant Output: Enterprise Pitch Deck

7. Participant Deliverables

Each participant will develop and complete the following practical outputs during the program:

1. Business Diagnostic Report
2. Enterprise Growth Strategy
3. Financial Improvement Plan
4. Digital Business Profile
5. Product Improvement Plan
6. Marketing Action Plan
7. Operations Improvement Plan
8. Business Resilience Plan
9. 12-Month Enterprise Growth Plan
10. Enterprise Pitch Deck

These deliverables will serve as practical evidence of learning and form the basis for mentoring, incubation, business support, and post-training follow-up.

8. Assessment Framework

Baseline Assessment

- Entrepreneurial Competencies
- Business Management Skills
- Financial Literacy
- Digital Literacy

Continuous Assessment

- Participation and Engagement
- Practical Assignments
- Business Deliverables
- Group Activities and Presentations

Endline Assessment

- Knowledge Assessment
- Skills Assessment
- Enterprise Growth Plan Review
- Final Pitch Presentation

9. Incubation Selection Framework

Participants may be evaluated against the following criteria:

- Business Potential
- Growth Readiness
- Innovation and Creativity
- Market Viability
- Financial Sustainability
- Commitment and Participation
- Quality of Enterprise Growth Plan
- Pitch Presentation Performance

10. Expected Program Outcomes

Upon successful completion of the program:

- Women entrepreneurs demonstrate improved business management practices.
- Financial planning and record-keeping systems are strengthened.
- Participants adopt digital technologies and AI tools in business operations.

- Market access and customer engagement are enhanced.
- Business resilience and sustainability are improved.
- Enterprise growth opportunities are identified and pursued.
- High-potential enterprises are prepared for incubation and further support.
- Women entrepreneurs become more confident leaders and decision-makers.

Program Positioning Statement

Women Entrepreneurship Development Program (WEDP)

Empowering Women Entrepreneurs through Business Growth, Financial Inclusion, Digital Transformation, Leadership Development, and Sustainable Enterprise Development.

Guiding Principle

"From Enterprise Survival to Enterprise Growth"

The program aims not only to encourage entrepreneurship but also to strengthen existing women-owned enterprises by enabling them to become more competitive, financially sustainable, digitally enabled, environmentally responsible, and resilient to future challenges. This practical, growth-oriented approach ensures that participants leave the program with tangible business improvements, actionable growth plans, and enhanced readiness for incubation and market expansion.

Curriculum Development and Technical Lead

This curriculum architecture has been developed under the technical leadership of **Dr. Shahzad Ahmad Bhatti**, a researcher, trainer, banker, educationist, and organizational development professional with more than three decades of leadership, training, research, and institutional management experience across the banking, education, research, and development sectors.

Dr. Bhatti has held senior leadership positions in public and private sector institutions, including The Bank of Punjab, where he served in various capacities relating to human resource management, training, policy development, research, publications, operations, and organizational development. He has also led and managed educational institutions and research organizations, providing strategic direction in curriculum development, capacity building, quality assurance, and institutional strengthening.

As a consultant and master trainer, he has designed and delivered training programs, Training of Trainers (ToT) initiatives, leadership development interventions, entrepreneurship support activities, and capacity-building projects for diverse stakeholder groups. His recent consultancy assignments include institutional strengthening and capacity-building initiatives supported by international development partners.

The curriculum reflects a practical, competency-based, and outcomes-oriented approach to entrepreneurship development. Drawing upon international best practices and extensive experience in training design, organizational development, business management, financial systems, leadership development, and enterprise support, the curriculum has been structured to address the evolving needs of women entrepreneurs operating in micro and small enterprise environments.

Particular emphasis has been placed on enterprise growth, financial inclusion, digital transformation, artificial intelligence, market competitiveness, climate resilience, and sustainable business development. The curriculum seeks to equip women entrepreneurs not only with knowledge and skills but also with practical tools, business plans, and action-oriented strategies that can be implemented immediately within their enterprises.

The overall design philosophy is based on experiential learning, participant engagement, practical application, and measurable business outcomes, ensuring that participants leave the program with enhanced entrepreneurial capabilities and clear pathways for enterprise growth and sustainability.