



Workshops for Pakistan

1-2 February 2025

LESSON PLAN: Gender Representation in Business

School/Institution:

Abbottabad University of Science & Technology (AUST, Business School)

Grade/Level: Undergraduates (Second Year)

Language: EFL

Course: ELT Course for Young Entrepreneurs

Rationale Statement: This lesson equips young entrepreneurs with the language and critical thinking skills to challenge the gender-based taboo that business is a male-only field. In many communities, this belief limits potential and innovation. By creating a safe space for discussion, students can practice articulating counter-arguments in English, focusing on the economic and social benefits of inclusivity. The goal is to empower them to become leaders who not only build successful businesses but also foster more open and equal opportunities in their local economies.

Objectives

Content Objectives	Language Objectives
- To understand and develop awareness of gender issues in entrepreneurship. - To challenge gender stereotypes in business.	- To develop critical thinking skills for building and presenting arguments. - To develop communication skills for organising and presenting project ideas.
Social Justice Objectives	
- To challenge gender stereotypes in business and promote equal opportunities, especially in conservative societies like Pakistan.	

Procedures

Pre-activities	Time frame	Objective(s) targeted
T shows a TED Talk video by Safeena Husain on girls' education empowerment from minute 1:20 to 3:17. Ss reflect individually on the video: - Does this situation happen to anyone I know, or to girls in Pakistan? - How does this affect their future? - How does this affect the wider community and the world? Ss share their thoughts with a partner.	10 mins	To generate interest in the topic and set the scene for the lesson.
During activities	Time frame	Objective(s) targeted
T writes the statement on the board: "Business is just for males." Ss discuss this statement in small groups, with each group being assigned to Agree or Disagree with it. Ss then engage in debate and discussion as a whole class. Ss reflect on why it is important to overcome this gendered stereotype.	20 mins	To develop critical thinking and awareness on gender issues in entrepreneurship.
Post-activities	Time frame	Objective(s) targeted
T shares a short video of Sidra Qasim, a Pakistani female entrepreneur. T asks Ss to propose a project that could help and empower more women and girls to become entrepreneurs. Ss discuss in small groups and prepare a short presentation. Each group presents their idea to the whole class.	30 mins	To practice communication skills and present entrepreneurial ideas effectively.

Resources

1. Husain, S. (2019) 'How we mobilize communities to educate girls in rural India' [Speech]. *TED Talks India: Nayi Baat*, India. Available at: https://www.ted.com/talks/safeena_husain_how_we_mobilize_communities_to_educate_girls_in_rural_india (Accessed: 16 September 2025).
2. That Desi Spark (2025) *Sidra Qasim discusses the early days of building Atoms*. 24 May. Available at: <https://www.youtube.com/watch?v=jhBOF8SFqEw> (Accessed: 16 September 2025).